

# Market Planning Made Simple

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- »»» Discover Market Segments
- »»» Analyze Segment Situation
- »»» Select Target Segments
- »»» For each target segment:
  - »»» Define Strategic Intent
  - »»» Create Winning Value Proposition
  - »»» Detail Marketing Mix
  - »»» Describe Implementation Plan
  - »»» Assign Resources
  - »»» Estimate Results

# Market Planning Process and Tools

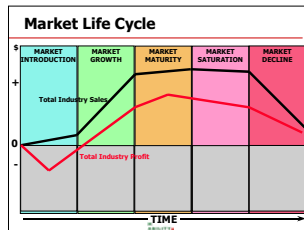
## 1. DISCOVER MARKET SEGMENTS

**Segment Profile**

- Segment Name: *name the segment*
- Segment Profile: *describe and/or name customers*
- Segment Needs: *define the needs and behaviour*
  - Unmet or poorly met
  - Determinant
- Critical Success Factors
- Segment Potential: US\$ Your Share: %

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## 2. ANALYZE SEGMENT SITUATION



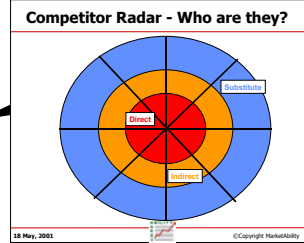
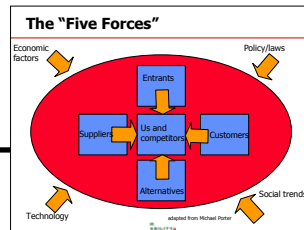
**SWOT Analysis**

We can impact our strengths and weaknesses

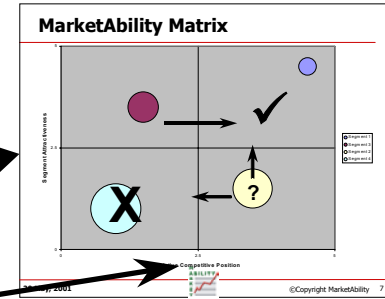
- Strengths**
  - What are our strengths vs competition
  - Competencies
  - Fulfilling customer needs
- Weaknesses**
  - What are our weaknesses vs competition
  - Competencies
  - Fulfilling customer needs
- Opportunities**
  - What are the opportunities we can exploit (arising from the changes and trends) in
  - Politics
  - Environment
  - Social
  - Technology
- Threats**
  - What are the threats we must be alert to (arising from the changes and trends) in
  - Politics
  - Environment
  - Social
  - Technology

We must exploit opportunities and counter threats

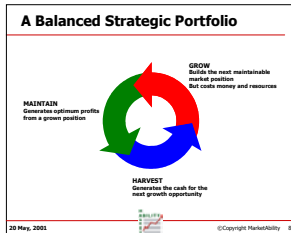
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## 3. SELECT TARGET SEGMENTS



## 4. DEFINE STRATEGIC INTENT



## 5. CREATE WINNING VALUE PROPOSITION 6. DETAIL MARKETING MIX

**Create A Winning Value Proposition**

- Target Audience**
  - One day business travellers
  - Low cost travel A to B
  - No time wasting
  - Superior
  - Lowest cost
  - Fastest A to B, no waiting
  - Profit (to us)
  - Fast turn around of aircraft
  - No frills
  - Banner Headline
  - Fastest and cheapest A to B
- Target Audience**
  - who is the customer?
  - what can we offer that they value?
  - Superior
  - what can we offer that is better than competition?
  - Profit
  - how will we make money?
  - Banner Headline
  - the elevator (BB) test

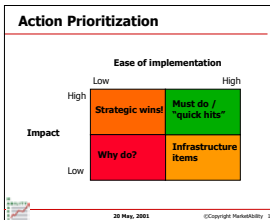
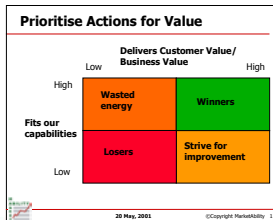
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**Marketing Mix - 4P's**

- Product**
  - Everything related to the physical product, packaging and support of the product
- Place**
  - Everything to do with supply of the products and services from order to payment, choice of channel, customer classification, supply chain
- Promotion**
  - Everything to do with selling and promoting
- Price**
  - Everything to do with obtaining value for the offering

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## 7. PLAN IMPLEMENTATION



## 8. ASSIGN RESOURCES

**Action Plan**

Action	By Whom	By When	Time Needed

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## 9. ESTIMATE RESULTS

**Defining Measures of Success**

Factor	Target	Deadline	Milestones	Comment
Positioning				
Product				
Place				
Customer Base				
Channel				
Promotion				
Price				
Projects				
Customer Sat.				

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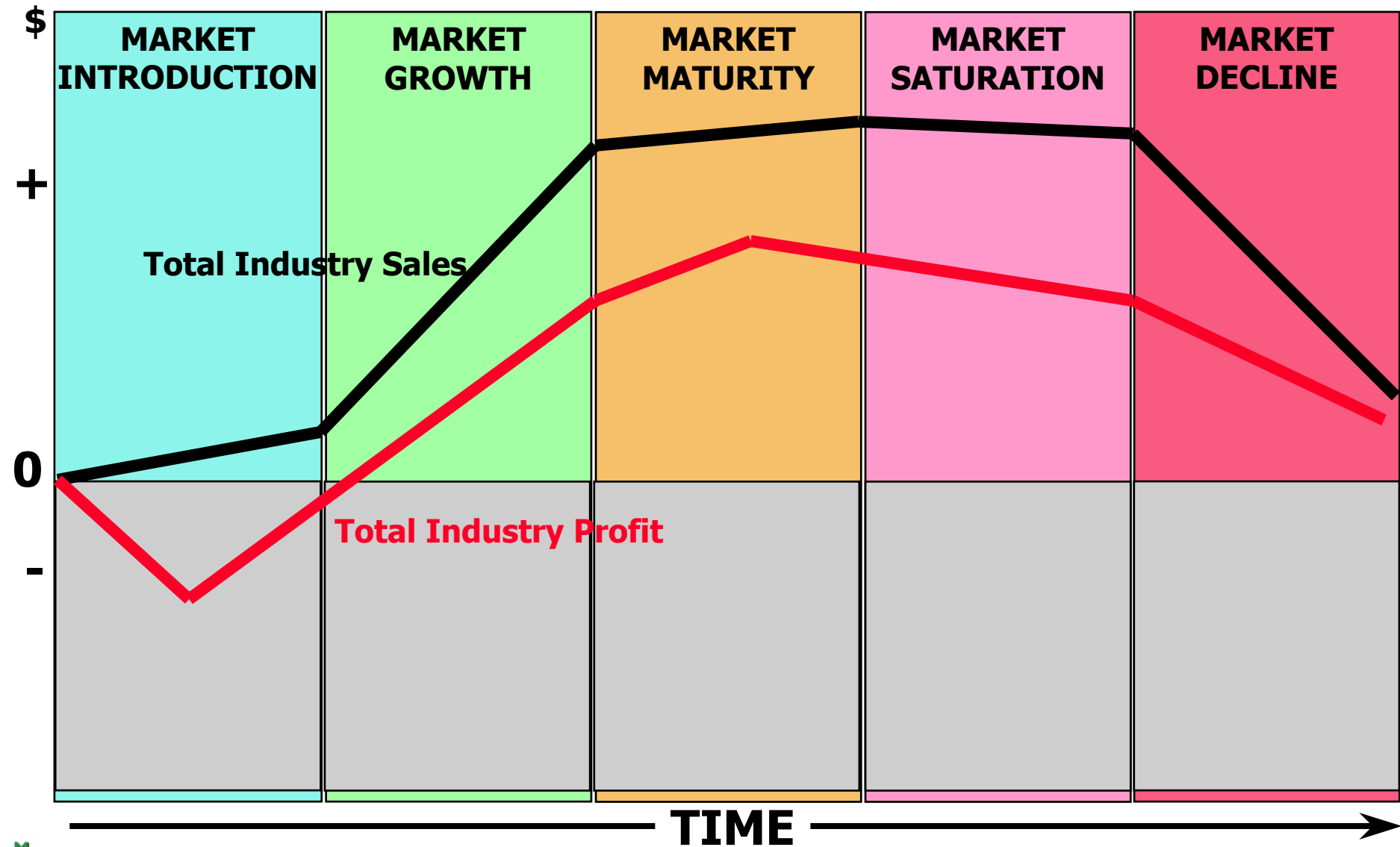


# Segment Profile

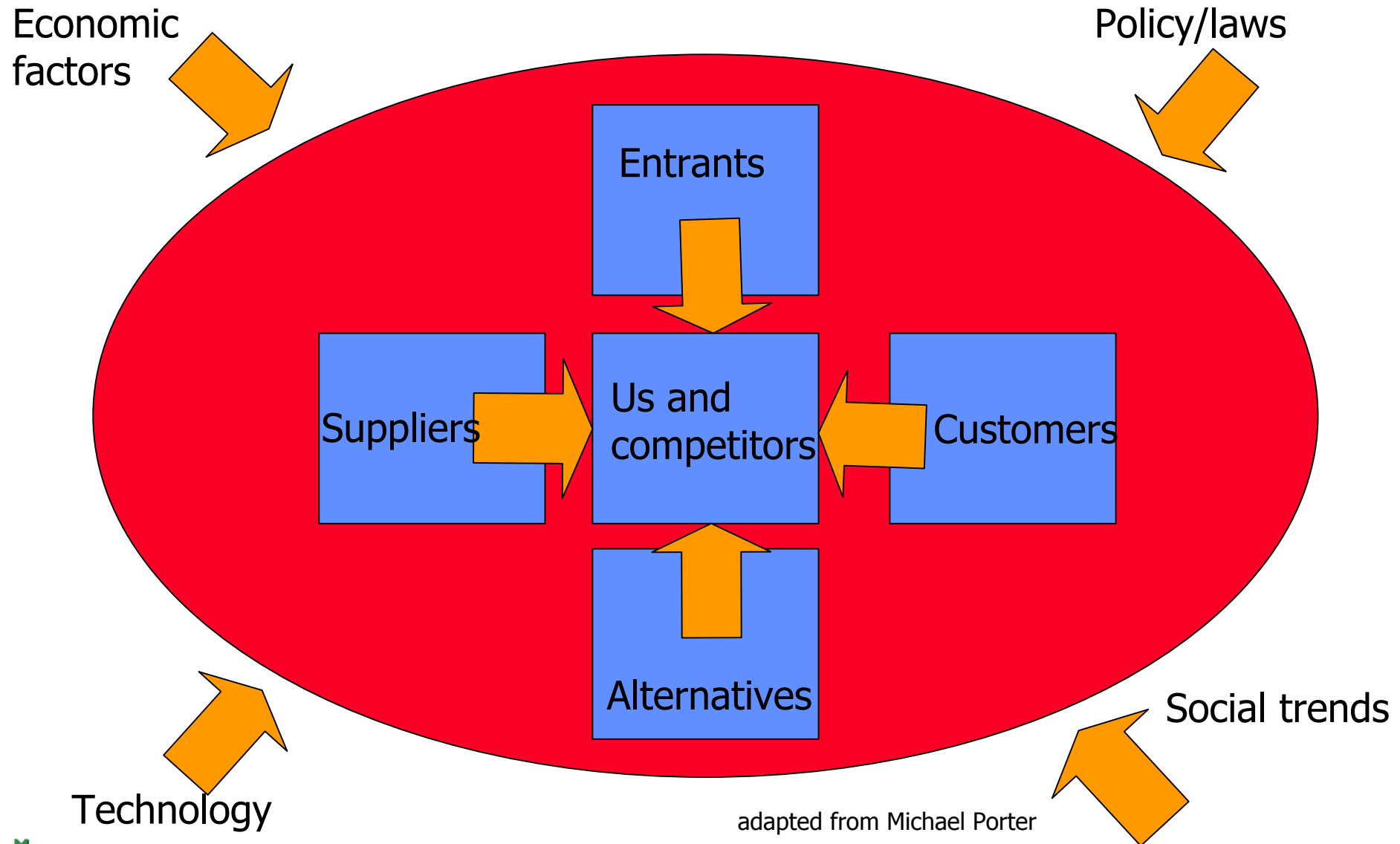
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- »»»» Segment Name: *name the segment*
- »»»» Segment Profile: *describe and/or name customers*
  
- »»»» Segment Needs: *define the needs and behaviour*
  - »»»» Unmet or poorly met
    - »»»» *describe unmet or poorly met needs*
  - »»»» Determinant
    - »»»» *describe needs determining supplier choice*
- »»»» Critical Success Factors
  - »»»» *describe critical success factors*
- »»»» Segment Potential: US\$                      Your Share:        %

# Market Life Cycle



# The "Five Forces"



adapted from Michael Porter

# SWOT Analysis

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**We can impact our strengths and weaknesses**

## Strengths

- What are our strengths vs competition
  - Competencies
  - Fulfilling customer needs

## Weaknesses

- What are our weaknesses vs competition
  - Competencies
  - Fulfilling customer needs

**We must exploit opportunities and counter threats**

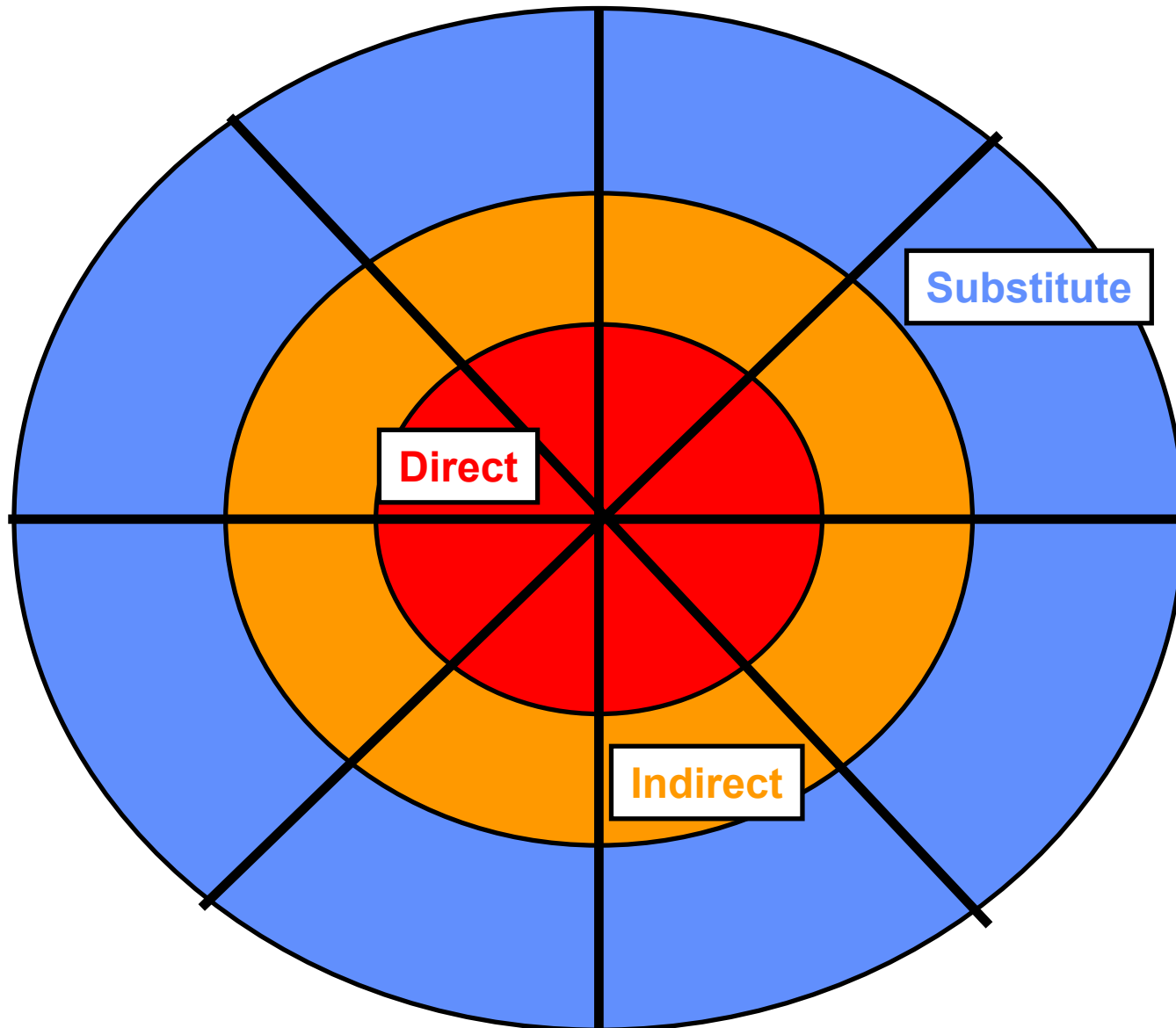
## Opportunities

- What are the opportunities we can exploit (arising from the changes and trends) in
  - Politics
  - Environment
  - Social
  - Technology

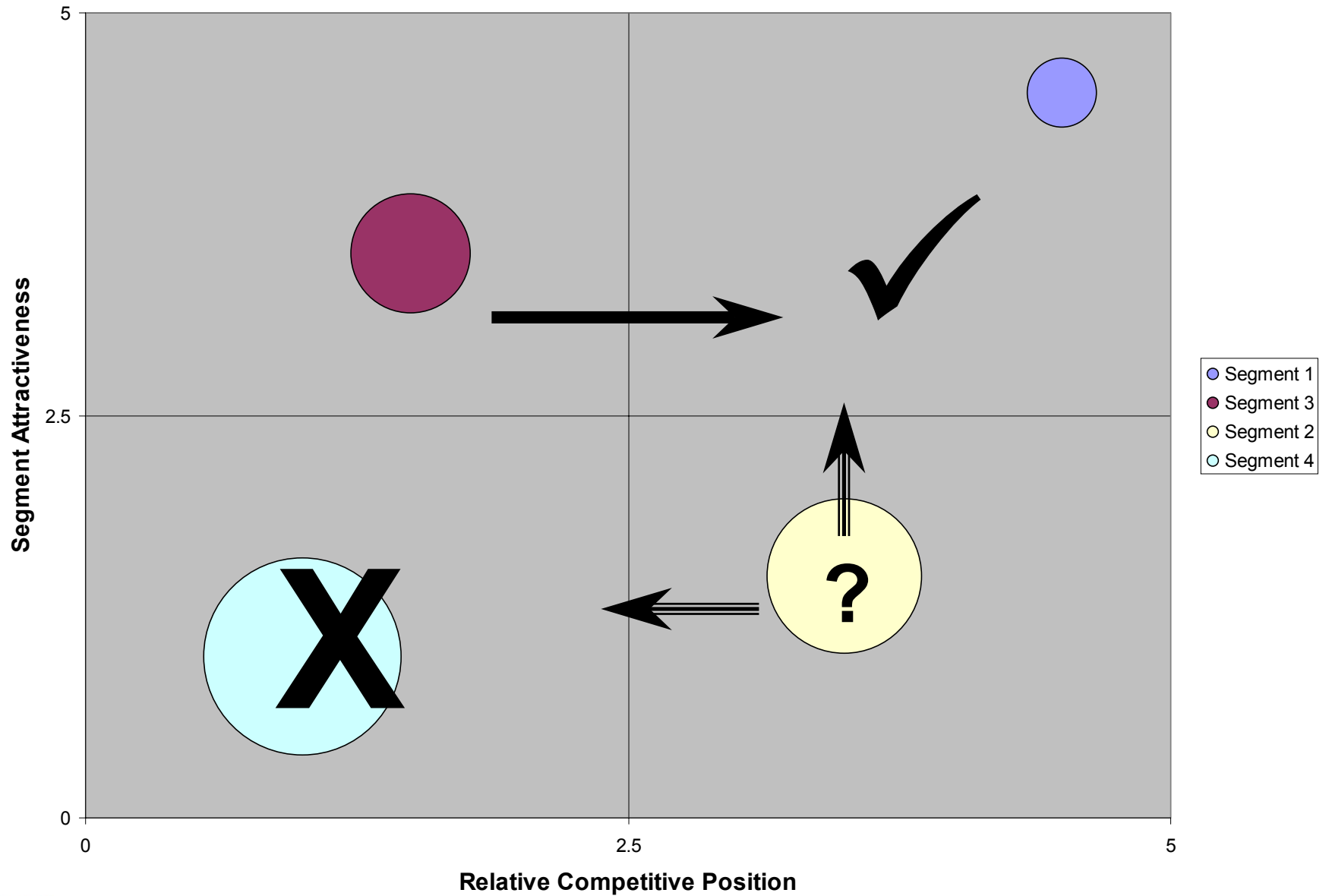
## Threats

- What are the threats we must be alert to (arising from the changes and trends) in
  - Politics
  - Environment
  - Social
  - Technology

# Competitor Radar - Who are they?



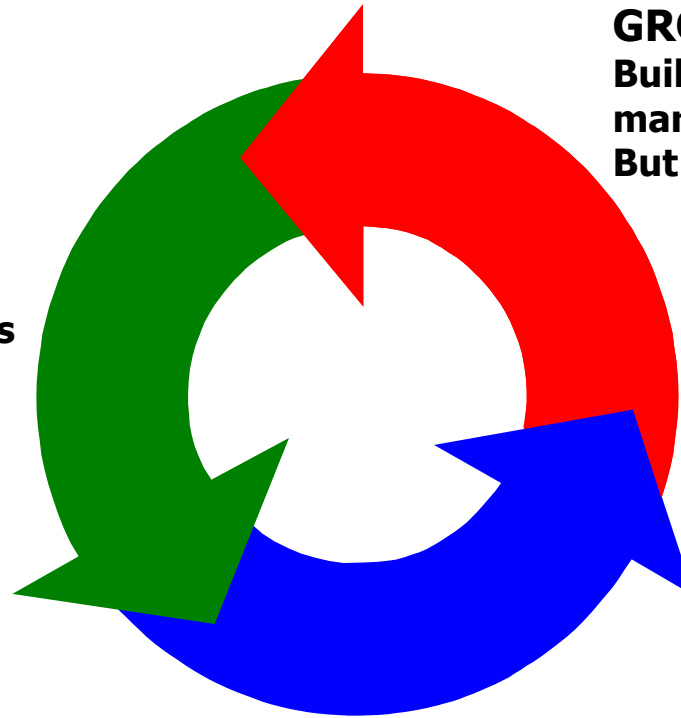
# MarketAbility Matrix



# A Balanced Strategic Portfolio

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**MAINTAIN**  
Generates optimum profits  
from a grown position



**GROW**  
Builds the next maintainable  
market position  
But costs money and resources

**HARVEST**  
Generates the cash for the  
next growth opportunity

# Create A Winning Value Proposition

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## Target Audience

- One day business travellers

## Value

- Low cost travel A to B
- No time wasting

## Superior

- Lowest cost
- Fastest A to B, no waiting

## Profit (to us)

- Fast turn around of aircraft
- No frills

## Banner Headline

- Fastest and cheapest A to B

## Target Audience

- who is the customer?*

## Value

- what can we offer*
- that they value?*

## Superior

- what can we offer*
- that is better than competition?*

## Profit

- how will we make money?*

## Banner Headline

- the elevator (lift) test*

# Marketing Mix - 4P's

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## Product

- Everything related to the physical product, packaging and support of the product

## Place

- Everything to do with supply of the products and services from order to payment, choice of channel, customer classification, supply chain

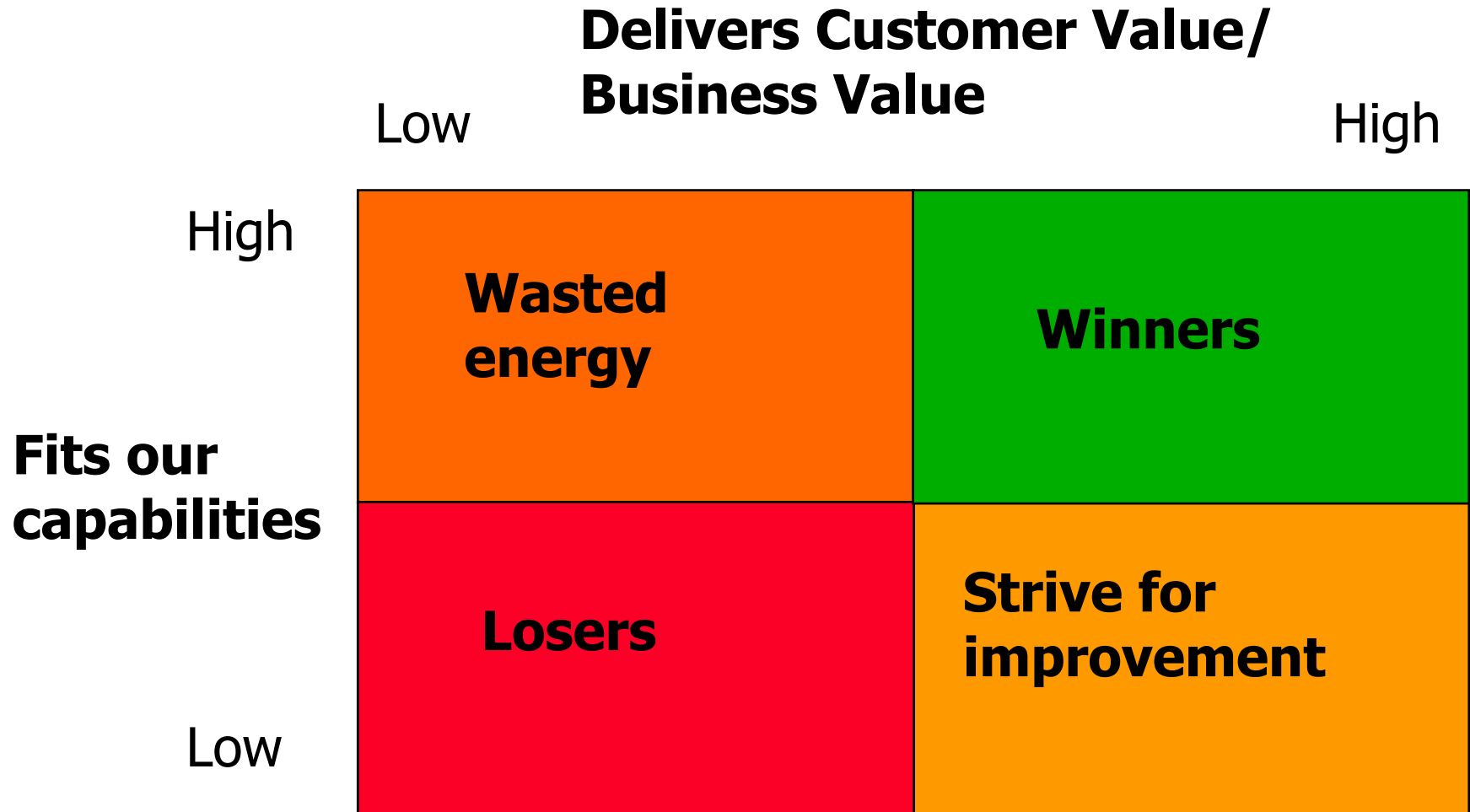
## Promotion

- Everything to do with selling and promoting

## Price

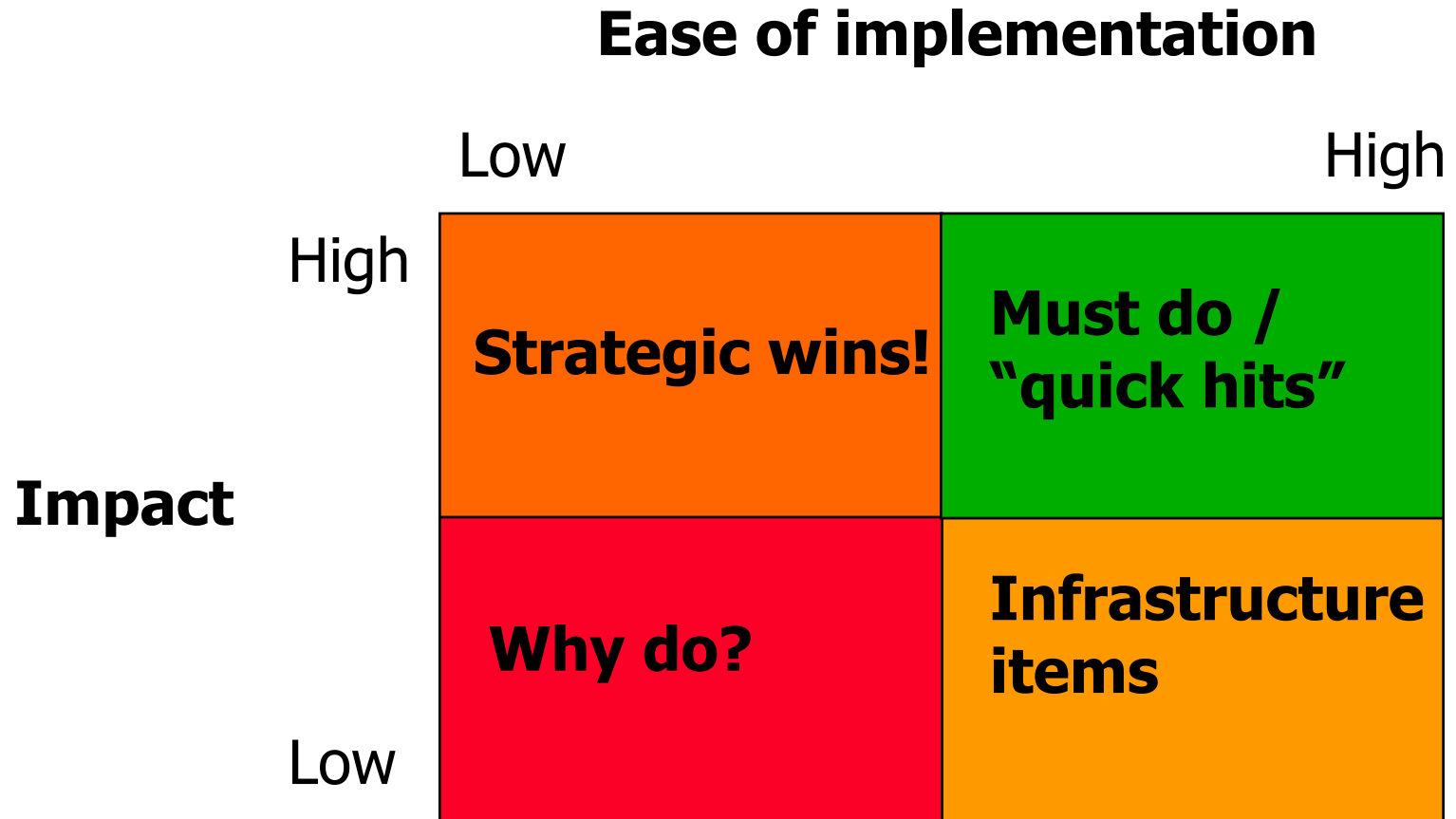
- Everything to do with obtaining value for the offering

# Prioritise Actions for Value



# Action Prioritization

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# Action Plan

Action	By Whom	By When	Time Needed



# Defining Measures of Success

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Factor	Target	Deadline	Milestones	Comment
Positioning				
Product				
Place				
Customer Base				
Channel				
Promotion				
Price				
Projects				
Customer Sat.				