

# BASIC ELEMENTS OF A MARKETING PLAN

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## I. SITUATION ANALYSIS

- a. External Environment
  - i. Regulatory
  - ii. Political
  - iii. Economic
  - iv. Social
  - v. International
- b. Corporate Review
  - i. Mission statement, corporate vision, strategic intent
  - ii. Corporate plan
  - iii. Long term goals
  - iv. Objectives such as profit, ROI, share price
  - v. Organizational chart
- c. Product Category Review
  - i. General description (life cycle state, needs/wants specified)
  - ii. Sales trends (years, seasonality, share of major brands)
  - iii. Distribution profile
  - iv. Pricing overview
  - v. Packaging overview
- d. Competitive Analysis
  - i. Description of major competitors' strengths/weaknesses
    - 1. product
    - 2. distribution
    - 3. pricing
  - ii. Brand positioning and advertising
    - 1. media spending (by medium, seasonality)
    - 2. sales promotion (trade vs. consumer)
  - iii. Anticipated major programs (new/improved brands, new territories, changes in distribution, pricing, marketing communication)
- e. Consumer Analysis
  - i. Customers/buyers vs. consumers/users (and influences)
  - ii. Demographics and psychographics
  - iii. Purchase rate
  - iv. Brand loyalty analysis
  - v. Difference between brand and category users
- f. Brand Review
  - i. Current positioning, sales trends, performance test results, awareness, pricing history, distribution history, marketing communication history, stage in brand life cycle, source of additional business

## II. PROBLEMS AND OPPORTUNITIES

- a. SWOT
  - i. Internal **S**trengths and **W**eaknesses
  - ii. External **T**hreats and **O**pportunities
- b. Opportunity analysis
- c. Problems

## III. STRATEGIC PLANNING: THE BASIC DECISIONS

- a. Marketing objectives (sales; share)
- b. Marketing strategies

- c. Targeting and segmenting
- d. Identification of competitive advantage
- e. Positioning and branding

#### **IV. MARKETING MIX OBJECTIVES, STRATEGIES, AND TACTICS**

- a. Product
  - i. Objectives (brand/line extensions, improvements, deletions)
- b. Place (distribution)
  - i. Objectives (penetration, type outlets, geography, service level)
  - ii. Channels
  - iii. Warehousing
  - iv. Retailing
- c. Pricing
  - i. Objectives
- d. Promotion (communication)
  - i. Personal selling
  - ii. Advertising
  - iii. Sales promotion
  - iv. Packaging
  - v. Direct marketing

#### **V. CONTROL AND EVALUATION**

- a. Forecasting
- b. Budgeting
- c. Scheduling and Timing
- d. Evaluation