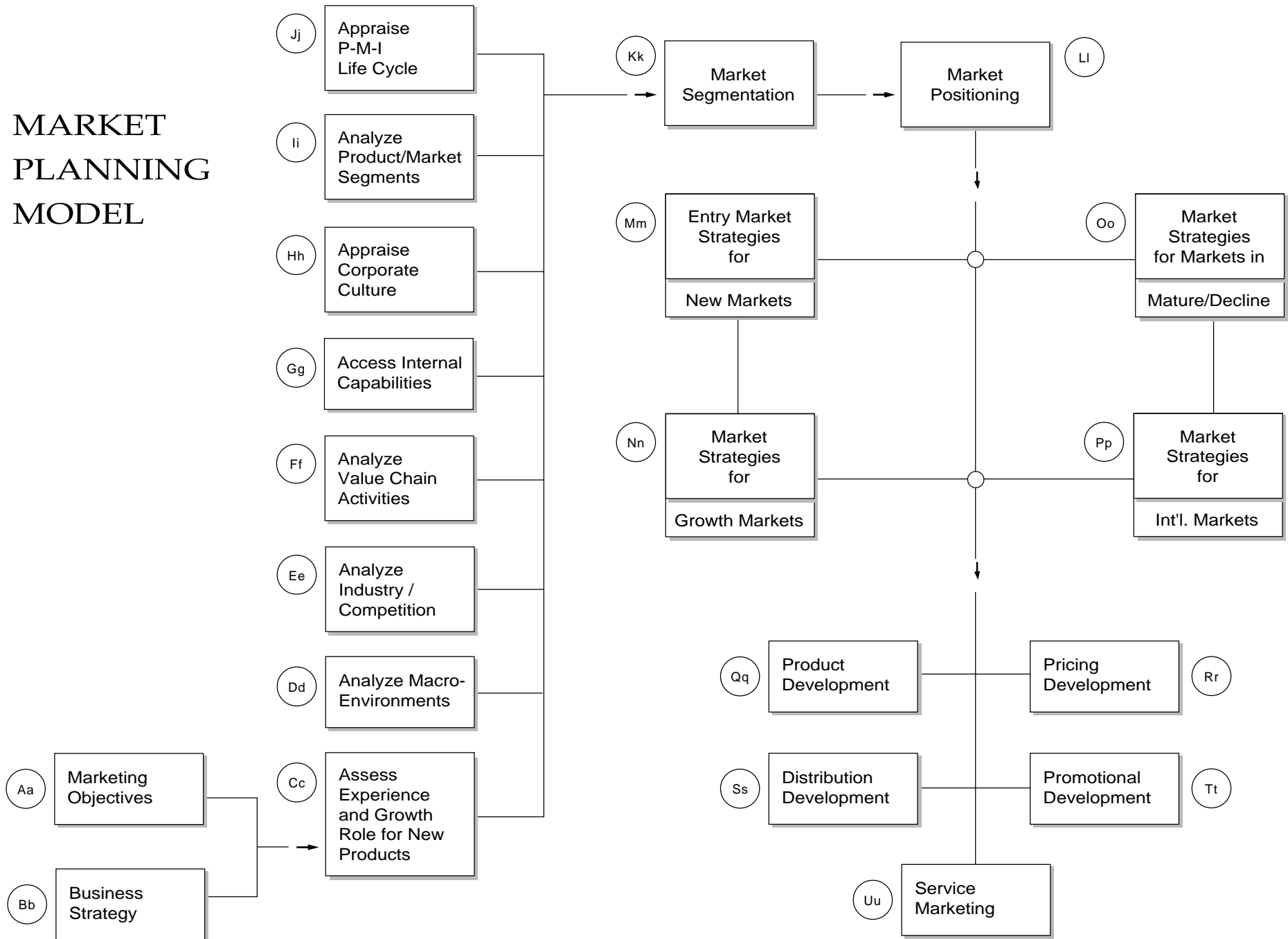


# MARKET PLANNING MODEL





**Market Need  
Objectives**

- 1) Market Need-Satisfying Objectives
- 2) Community Need-Satisfying Objectives
- 3) Corporate Need-Satisfying Objectives



**Sales Target  
Objectives**

- 1) Sales Volume
  - Dollars
  - Units
  - Territories
  - Markets
- 2) Share of Market
- 3) Distribution Expansion
- 4) Other



**Market Plan  
Outline**

Aa.2

- 1) Marketing Plan



**DATE:**

**COMPANY NAME:**

**TITLE OR PRODUCT:**

## **I. Executive Summary**

- A. Summary of Situation Analysis
- B. Summary of Marketing Objectives
- C. Summary of Marketing Strategies
- D. Budget Summary

## **II. Situation Analysis**

- A. The Industry (*see Ee. 1*)
  - 1. Definition of Industry and Company Business
  - 2. History of Industry
    - a. Technological Advances
    - b. Trends
  - 3. Growth Patterns Within Industry
    - a. Demand Curve
    - b. Per Capita Consumption
    - c. Growth Potential
  - 4. Characteristics of Industry
    - a. Power of Suppliers and Buyers
    - b. Threats of Substitutes and Entrants
    - c. Industry Rivalry
      - (1) Distribution Patterns and Traditional Channels
      - (2) Regulation and Control Within Industry
      - (3) Typical Promotional Activity
      - (4) Geographical Characteristics
      - (5) Profit Patterns
- B. The Company (*see Cc. 1 and Gg. 1 and Hh. 1*)
  - 1. Brief History
  - 2. Scope of Business
  - 3. Current Size, Growth, Profitability
  - 4. Business Reputation (Prospector, Defender, Analyzer, Reactor)
  - 5. Competence in Various Areas
    - a. Strengths and Weaknesses
    - b. Opportunities and Threats
  - 6. 7-S Analysis (Hh.1)



C. The Product / Service *(see Jj.1 and Ll.1)*

1. The Product Story
  - a. Development and History
  - b. Stage of Product Life Cycle
    - (1) Introduction
    - (2) Growth
    - (3) Maturity
    - (4) Decline
  - c. Quality Factors
  - d. Design Considerations
  - e. Goods Classification
    - (1) Consumer or Industrial Good
    - (2) Durable or Nondurable Good or Service
    - (3) Convenience, Shopping, or Specialty Good
    - (4) Package Good, Hard Good, Soft Good, Service
  - f. Packaging
  - g. Price Structure
  - h. Uses
    - (1) Primary
    - (2) Secondary
    - (3) Potential
  - i. Image and Reputation
  - j. Product / Service Strengths
  - k. Product / Service Weaknesses
2. Product Sales Features
  - a. Differentiating Factors
    - (1) Perceptible, Imperceptible, or Induced
    - (2) Exclusive or Nonexclusive
  - b. Position in Mind of Customer
  - c. Advantages and Disadvantages (Customer Perception)
3. Product Research and Development
  - a. Technological Breakthroughs
  - b. Improvements Planned
  - c. Technical or Service Problems
4. Sales History
  - a. Sales and Cost of Sales
    - (1) By Product / Service
    - (2) By Model
    - (3) By Territory
    - (4) By Market
  - b. Profit History for Same Factors



- 5. Share of Market
  - a. Industry Sales by Market
  - b. Market Share in Dollars and Units
  - c. Market Potential and Trends
- D. The Market *(see Ll. 1 and Kk. 1 and Ll. 1)*
  - 1. Definition and Location of Market
    - a. Identified Market Segments
      - (1) Past
      - (2) Potential
    - b. Market Needs, Desires
    - c. Characteristics of Market
      - (1) Geographic
      - (2) Demographic
      - (3) Psychographic
      - (4) Behavioral
    - d. Typical Buying Patterns
      - (1) Purchase Patterns
      - (2) Heavy Users / Light Users
      - (3) Frequency of Purchase
    - e. Buying Influences on Market
  - 2. Definition of Our Customers
    - a. Present, Past, and Future
    - b. Characteristics
      - (1) Shared Characteristics with Rest of Market
      - (2) Characteristics Unique to Our Customers
    - c. What They Like About Us or Our Product
    - d. What They Don't Like
  - 3. Consumer Appeals
    - a. Past Advertising Appeals
      - (1) What has Worked
      - (2) What has not Worked and Why
    - b. Possible Future Appeals
  - 4. Results of Research Studies About Market and Customers
- E. The Competition *(see Ee. 1)*
  - 1. Identification of Competitors
    - a. Primary Competitors
    - b. Secondary Competitors
    - c. Product / Service Descriptions
    - d. Growth and Size of Competitors
    - e. Share of Market Held by Competitors



2. Strengths of Competition
  - a. Product Quality
  - b. Sales Features
  - c. Price, Distribution, Promotion
3. Weaknesses of Competition
  - a. Product Features
  - b. Consumer Attitude
  - c. Price, Distribution, Promotion
4. Marketing Activities of Competition
  - a. Product Positioning
  - b. Pricing Strategies
  - c. Distribution
  - d. Sales Force
  - e. Advertising, Publicity
  - f. Estimated Budgets
- F. Distribution Strategies (*see Ss. 1*)
  1. Type of Distribution Network Used
    - a. History of Development
    - b. Trends
  2. Evaluation of How Distribution is Accomplished
  3. Description and Evaluation with Channel Members
  4. Promotional Relationship with Channel Members
    - a. Trade Advertising and Allowances
    - b. Co-op Advertising
    - c. Use of Promotion by Dealer or Middlemen
    - d. Point-of-Purchase Displays, Literature
    - e. Dealer Incentive Programs
- G. Pricing Policies (*see Qq. 1*)
  1. Price History
    - a. Trends
    - b. Affordability
    - c. Competition
  2. Price Objectives and Strategies in Past
    - a. Management Attitudes
    - b. Buyer Attitudes
    - c. Channel Attitudes



- H. Promotion Strategies *(see Tt. 1)*
  - 1. Past Promotion Policy
    - a. Personal versus Non-personal Selling
      - (1) Use of Sales Force
      - (2) Use of Advertising, Public Relations, Sales Promotions
    - b. Successes and Failure of Past Policy
  - 2. Sales Force
    - a. Size
    - b. Score
    - c. Ability / Training
    - d. Cost per Sale
  - 3. Advertising Programs
    - a. Successes and Failures
    - b. Strategies, Themes, Campaigns
    - c. Appeals, Positionings, and So On
    - d. Expenditures
      - (1) Past Budgets
      - (2) Method of Allocation
      - (3) Competitor Budgets
      - (4) Trend
- I. Environmental Factors *(see Dd. 1 and Ff. 1)*
  - 1. Demographics
  - 2. Technological Influences
  - 3. Political / Legal Situation
  - 4. Economy
    - a. Current Economic Status
    - b. Business Outlook and Economic Forecasts
  - 5. Societal Concerns
- J. Corporate Objectives and Strategies *(see Bb. 1)*
  - 1. Profitability
    - a. Sales Revenue
    - b. Cost Reductions
  - 2. Return on Investment
  - 3. Stock Price
  - 4. Shareholder Equity
  - 5. Community Image
  - 6. New Product Development
  - 7. Technological Leadership
  - 8. Mergers and/or Acquisitions



K. Potential Marketing Problems

L. Potential Marketing Opportunities

**III. Marketing Objectives** *(see Aa. 1)*

A. Market Need Objectives

1. Market Need-Satisfying Objectives
2. Community Need-Satisfying Objectives
3. Corporate Need-Satisfying Objectives

B. Sales Target Objectives

1. Sales Volume
  - a. Dollars
  - b. Units
  - c. Territories
  - d. Markets
2. Share of Market
3. Distribution Expansion
4. Other

**IV. Marketing Strategy** *(see Mm. 1 - Uu. 1)*

A. General Marketing Strategy

1. Positioning Strategy
2. Product Differentiation Strategy
3. Price / Quality Differentiation Strategy

B. Specific Market Strategies

1. Target Market A
  - a. Product
  - b. Price
  - c. Promotion
    - (1) Personal Selling
    - (2) Advertising
    - (3) Sales Promotion
    - (4) Public Relations



1. Target Market B
  - a. Product
  - b. Price
  - c. Promotion
    - (1) Personal Selling
    - (2) Advertising
    - (3) Sales Promotion
    - (4) Public Relations

## **V. Action Programs (Tactics)**

- A. Product Plans
- B. Pricing Plans
- C. Distribution Plans
- D. Promotional Plans
  1. Sales Plan
  2. Advertising Plan
  3. Sales Promotion Plan
  4. Public Relations Plan

## **VI. Measurement, Review, and Control**

- A. Organizational Structure
- B. Methodology for Review and Evaluation

## **VII. Marketing Budget**

- A. Method of Allocation
- B. Enumeration of Marketing Costs by Division
  1. New Product Research
  2. Marketing Research
  3. Sales Expenses
  4. Advertising, Sales Promotion, Public Relations

## **VIII. Appendixes**

- A. Sales Reports
- B. Reports of Market Research Studies
- C. Reprints of Journal or Magazine Articles
- D. Other Supporting Documents



# MARKETING OBJECTIVES

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## References

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*Contemporary Advertising: Bovee / Arens; Page 698*  
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