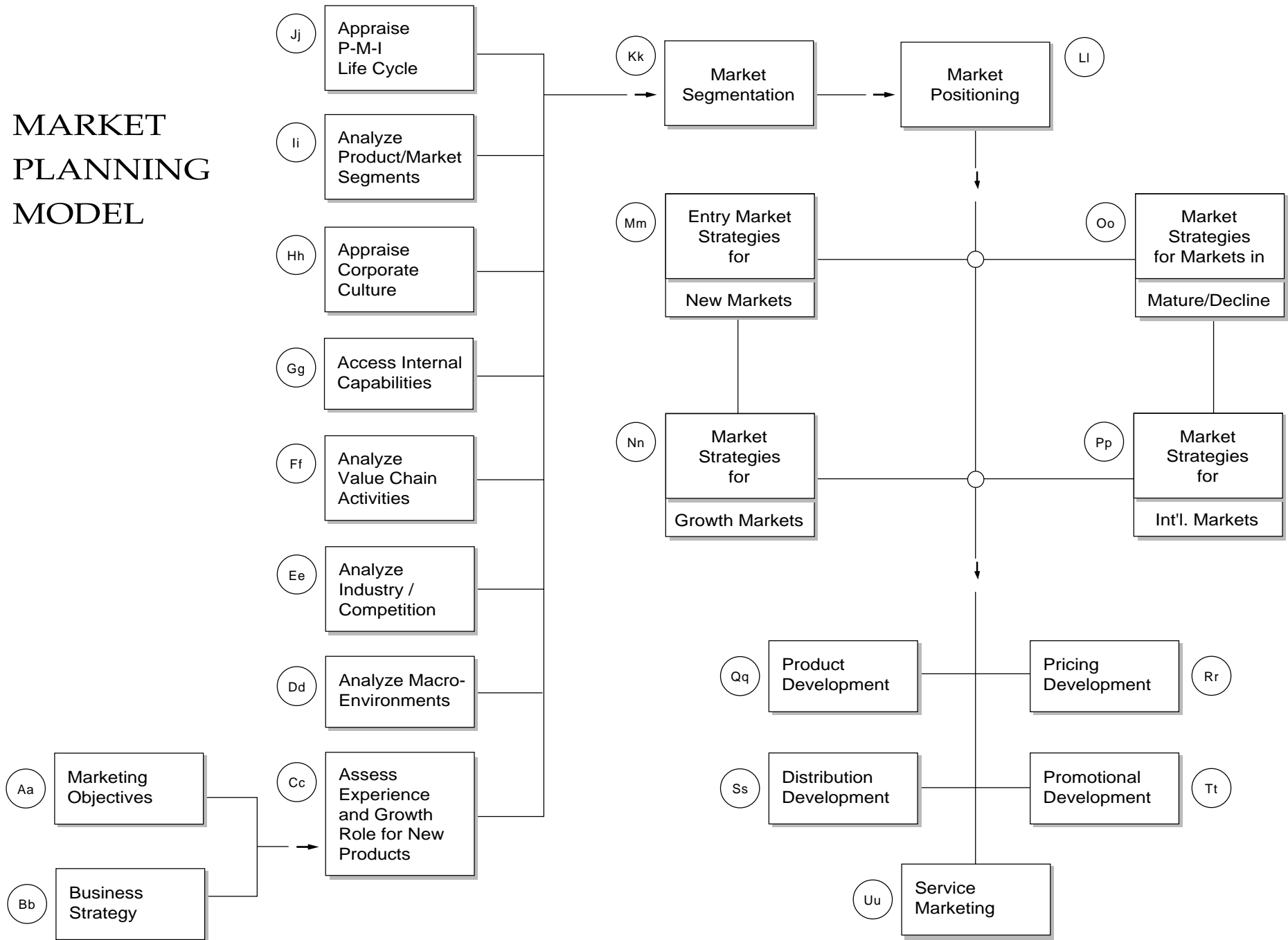


MARKET PLANNING MODEL





**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

References

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