

MARKETING PLAN

An effective marketing plan will act as a reference document to help management to execute the marketing strategy. It will also help Company to develop a methodical approach to creating services and products that satisfy their customers' needs.

Instructions

The team have to work on the development of the plan and on the Power Point presentation, electing a Team Leader that will be the Speaker in the final presentation day

Marks will be added to the final grade of the exam

The Following is a template of a Marketing Plan.

Choose the Business area of your company, including business name and business logo and complete it.

Summary

2. Analysis of current situation

2.1 Summary of Market

2.1.1 Market Description

2.1.2 Market Needs

2.1.3 Market Trends

2.1.4 Market Growth

2.2 S.W.O.T. Analysis

2.2.1 Strengths- Weaknesses

2.2.2 Opportunities- Threats

2.2.3 Strategies

2.3 Company' Products

2.4 Competitors

2.6 Macro-environment

3. Marketing Strategy

3.1 Mission

3.2 Capital target

3.3 Marketing target

3.4 Segmentation

3.5 Targeting

3.6 Positioning

3.7 Marketing-Mix

3.7.1 Product/Service

3.7.2 Price

3.7.3 Promotion/Communication

3.7.4 Place

4. Capital Characteristics

4.1 Sales Forecast

4.2 Budget

5. Service management elements that can help the development of the plan

Summary

Ex: In order to accurately plan our success, we create a marketing plan, trying to catch the market opportunity through the exploitation of our main productive and technology capability.....

Ex: Our Business consist to develop specialized software for industrial and commercial companies; Our company can rely on a stable and loyal customers whose development trend is positive, despite the trend of the reflection of the market.....

Ex: Ours products remain at the top as far as the combination of quality / price.We plan to expand our market share like the market pace and if it's possible , even better.....

Ex: We describe below the current business and environement situation and development opportunities that we intend to pursue.....

2. Analysis of current situation

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2.1 Summary of Market

2.1.1 Market Description

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2.1.2 Market Needs

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2.1.3 Market Trends

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2.1.4 Market Growth

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2.2 S.W.O.T. Analysis

Ex: In this section we will examine the major internal and external events in order to develop the best strategies to cross impact cross.....

Ex: Internal favorable attitude prevales, due to the competitive expendable advantages and an external difficult but not cirtical situation.....

Ex: As we will see, our strategic approach provides a number of useful initiatives.....

2.2.1 Strenghts- Weaknesses

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2.2.2 Opportunities- Threats

.....

2.2.3 Strategies

.....

2.3 Company' Products

.....

2.4 Competitors

.....

2.6 Macro-environement

.....

3. Marketing Strategy

"Ex: Now we Describe the different strategic marketing choises (segmentation, Market target selection and placement), and marketing mix strategy (product, price promotion and services).....

Ex: We try to match strategic and operatives features.....

3.1 Mission

.....

3.2 Capital Target

.....

3.3 Marketing target

.....

3.4 Segmentation

.....

3.5 Targeting

.....

3.6 Positioning.....

3.7 Marketing-Mix

Ex: Product, price, promotion, place and services' choices are built on the Mission Concept and on the strategic placement.....

Ex: In particular, although it is not currently at the top, our company want to set itself like a quality company with high image.....

Ex: The main adepted choices are.....

3.7.1 Product/Service

.....

3.7.2 Price

.....

3.7.3 Promotion/Communication

.....

3.7.4 Place

.....

4. Capital Characteristics

Ex: We describe in the following paragraphs the economic and financial aspects of the plan, with specific reference to the sales and expense forecast, to the mark up and break-even analysis.....

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4.1 Sales Forecast

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Ex: We set a goal of sales growth rather ambitious - 20% - but we believe that with due use of operating marketing leverage it can be achieved without problems.....

We believe we can achieve the expected volumes in products / traditional segments, with a significant contribution from our industrial customers and by a greater and prospective presence of banks and insurance.....

The strategy of geographic diversification, particularly in Europe, will enable us to reach a stabilization of the economic and financial flows as well as a further boost trade.

The detail of segment / product cash flow is illustrated in related tables

4.2 Budget (*how much we need – investments – to develop the plan, considering all the implementation phases*)

5. Service management elements that can help the development of the plan