

MARKETING PLAN MADE EASY : **Technical Know-How To Competitively Address Your** **Marketplace**

Developing coherent marketing strategies to cope with increasing market turbulence remains one of the major challenges of all organizations. Yet, for those who don't plan or who do it badly, failure comes as a complete surprise. Planning is not a sterile, structured process, but an essential and dynamic way to think about the consumer, the customer, the competitor and your own company's competencies.

Strategic planning involves developing a strategy for long-term survival and growth. Marketing helps in strategic planning, and the overall strategic plan defines the role of marketing within the company.

Key focus

1. Identify internal and external factors that affect your company's competitiveness
2. Define the corporate and business mission
3. Write a marketing plan that exploits opportunities and overcome threats
4. Develop a strategic competitive frame with key strategic actions against competitors
5. Apply marketing models appropriately and effectively to business situations

Who will benefit

This course is suitable for all managers, executives and personnel who are new to the field of Strategic Market Planning and those in the Marketing department.

Take The Next Step

Day one

1. Corporate Strategic Planning

- ▶ Corporate Mission
- ▶ Establishing SBU's
- ▶ Business Portfolio Evaluation Models – i) BCG ii) GE

0900-1030

Morning tea break

- ▶ Market Attractiveness and Competitive Position - Exercise
- ▶ 3 Growth Strategies – Exercise

1030-1045

1045-1200

2. Business Strategic Planning

- ▶ Business Mission
- ▶ SWOT Analysis – Exercise

1200-1300

Lunch

- ▶ Goal Formulation
- ▶ Strategic Formulation
- ▶ Strategic Alliance

1300-1400

1400-1530

Afternoon tea break

1530-1545

3. Implementation of strategic plan

- ▶ Feedback and control
- ▶ Case-study

1545-1700

Take The Next Step

Day two

4. The Marketing Process

- ▶ Value Delivery Process
- ▶ Analyzing Market Opportunities

Morning tea break

- ▶ Developing Market Strategies
- ▶ Planning Marketing Programs

5. The Marketing Plan

- ▶ Contents of the Marketing Plan

Lunch

- ▶ Case study on setting:
- ▶ Financial objectives
- ▶ Marketing Objectives

Afternoon tea break

- ▶ Marketing Strategy
- ▶ Action Programs

0900-1030

1030-1045

1045-1200

1200-1300

1300-1400

1400-1530

1530-1545

1545-1700

Take The Next Step