

MARKETING PLAN FOR SIM-ITALIAN MARKETING COMPANY «TOR VERGATA» UNIVERSITY OF ROME, FACULTY OF ECONOMICS

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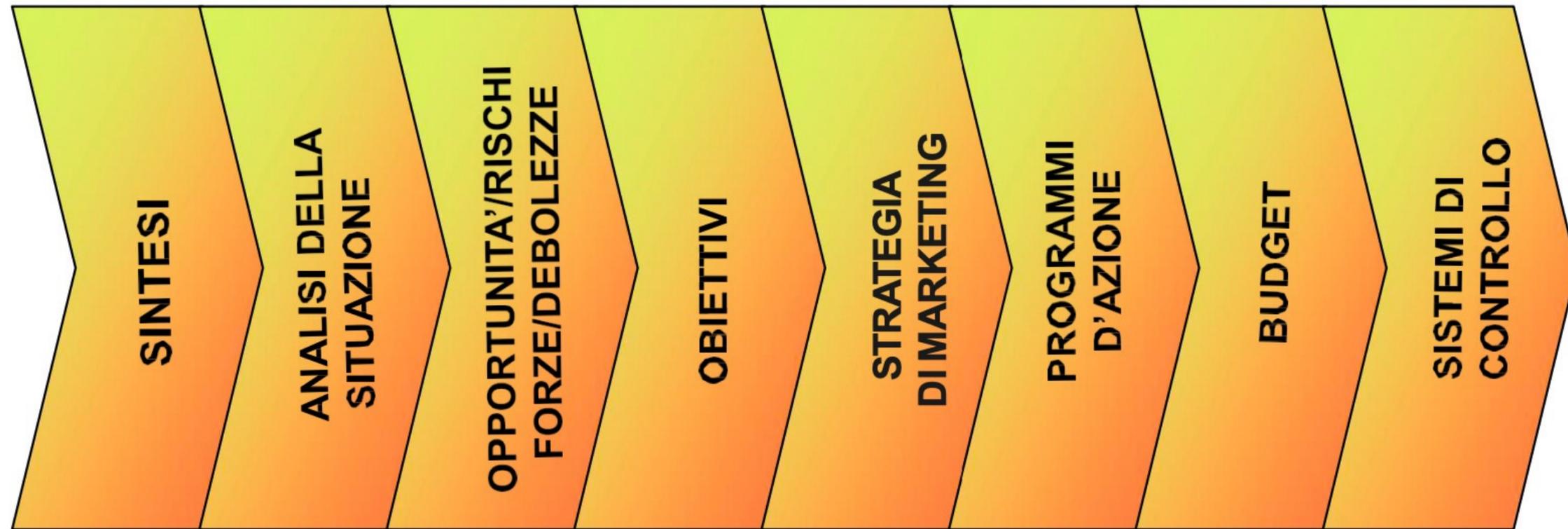
Tutor Marketing Award SIM – Società Italiana Marketing

Dept. of Management and Law

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University of Rome Tor Vergata

The orientation of the company



General principles

- **CLARIFY THE FUNDAMENTAL CHARACTERISTICS OF THE PLAN**
- **EXPLAIN THE VARIATIONS IN GROWTH TRENDS**
- **QUANTITY IS NOT SYNONYMOUS WITH QUALITY**
- **THE FIRST IMPRESSION IS THE ONE THAT COUNTS “FLASHY”**
- **PLANS ARE COUNTERPRODUCTIVE**
- **CONFIDENTIALITY**

The cover and the index

COVER

- **NAME AND LOGO**
- **ADDRESS**
- **NAMES, ADDRESS, CONTACTS,**
- **MONTH, YEAR OF PROCESSING**

INDEX

- **PAGES NUMBERED IN SEQUENCE**
- **HIGHLIGHTED CHAPTERS AND NUMBERED**
- **TABLES AND DATA NUMBERED**

The executive summary

- **IT IS THE MOST IMPORTANT SECTION OF THE MARKETING PLAN**, BECAUSE IT IS THE FIRST ELEMENT EXAMINED BY INVESTORS OR MANAGERS WHO, BASED ON ITS CONTENTS, THEY DECIDE WHETHER TO PROCEED.
- IT IS ADVISABLE **DRAFTING THIS SECTION LAST**, WHEN EACH CHAPTER WILL BE HAS BEEN CAREFULLY COMPLETED AND ANALYZED IN ALL ITS PARTS
- IT SHOULD BE LONG BETWEEN ONE AND FIVE PAGES (DEPENDS ON THE OVERALL LENGTH OF THE TOP) AND IT SHOULD CLEARLY STATE E COINCIDED THE MOST IMPORTANT INFORMATION ABOUT THE COMPANY AND THE ADVANTAGES OFFERED TO THE INVESTOR

The executive summary

- **THE TARGET** THE IMPORTANT INFORMATION FOUND IN THE REST OF THE DOCUMENT IS TO BE SUMMARIZED BY EVI ENE OFTEN ENCATO IN THE SUMMARY AS A SEPARATE SECTION.
- WHEN IT IS WRITTEN WELL, **TELLS THE PLAN IN A RAPID WAY** AND EFFICIENT STORY RAPIDLY AND EFFECTIVELY WITH A PURPOSE CLEAR.
- **THE FORMED** AND ^{THERE} **LENGTH** IT DEPENDS FROM THE **GUY** FROM COMMUNICATION

The executive summary

- **ATTRACTING PRESENTATION.** THE FIRST PARAGRAPH SHOULD CATCH THE READER'S ATTENTION. IF I DENTS CARE THE PROBLEM.
ANY PLAN IS CREATED TO SOLVE CERTAIN PROBLEMS.
I IND I CA AND EXPLAIN THE PROBLEM THAT IT INTENDS TO SOLVE.
- **PROVIDE A UNIQUE SOLUTION.** HOW DOES YOUR PLAN ARI SOLVE THE PROBLEM ? EXPLAIN WHY YOUR GODDESS IS AS BEST AND AS SHE CAN SOLVE A PROBLEM BY SIMPLIFYING THINGS.
- **PROVE WHAT YOU SAY WITH EVIDENCE.** PROVIDE SC I SUPPORT ON HOW YOUR BUSINESS WILL SOLVE THE PROBLEM.

The executive summary

STRUCTURE:

- INTRODUCTION
- MAIN PROBLEM AND PURPOSE OF THE PLAN
- INFO ABOUT THE COMPANY
- ANALYSIS OF THE MARKET, OF COMPETITION, THE MAIN TREND
- MAIN ACTIONS TAKEN

SITUATION ANALYSIS - The company/The brand/The company

- WHICH SECTOR DOES THE COMPANY OPERATE IN?
- WHAT ARE THE OBJECTIVES OF THE COMPANY?
- WHAT ARE THE CRITICAL SUCCESS FACTORS OF THE COMPANY?
- WHAT ARE THE ISSUES ALREADY ACHIEVED AND THE STRONG POINTS OF SOCIETY ?
- WHAT WERE THE DIFFICULTIES AND WEAKNESSES?

SITUATION ANALYSIS - The company/The brand/The company

OTHER GENERAL INFORMATION TO BE INCLUDED, IF RELEVANT:

- TYPE OF COMPANY AGE AND DATE OF COST
- PAST AND PREDICTED CHANGES IN THE FORM
LAW OF THE COMPANY
- INVESTORS AND MANAGER INIS TRATOR I
- ORGANIZATION CHART

SITUATION ANALYSIS - The company

PRESENTS THE MAIN INFORMATION ON WHICH THE PLAN IS BASED

SITUATION OF THE MACROENVIRONMENT INSTITUTION

TRENDS, DEMOGRAPHICS, TECHNOLOGIES, ECONOMICS, POLITICS, SOCIOCULTURALS

STATUS OF THE APPLICATION

SIZE, TRENDS, SEGMENTS

COMPETITION SITUATION

DIMENSIONS, OBJECTIVES, RESULTS, CAPACITY, MKTG MI

SITUATION OF INTERMEDIARIES

SALES BY CHANNEL, EVOLUTIONS

PRODUCT SITUATION

SALES, PRICES, CONTRIBUTIONS, PROFITS

OPPORTUNITIES / RISKS-STRENGTHS / WEAKNESSES (SWOT)

- ANALYSES OF **STRENGTHS AND WEAKNESSES**

INTERNAL FACTORS THAT CHARACTERIZE THE COMPANY

- ANALYSIS OF **OPPORTUNITY** AND RISKS

EXTERNAL FACTORS WHICH CAN INFLUENCE THE FUTURE OF THE SECTOR IN QUESTION

PROBLEM ANALYSIS

- ON THE BASIS OF THE SWOT ANALYSIS THE REFERENCE POLES ARE DEFINED AROUND WHICH OBJECTIVES, STRATEGIES AND TACTICS ARE ARTICULATED

THE OBJECTIVES OF THE PLAN

ECONOMIC-FINANCIAL OBJECTIVES

- IN TERMS OF PROFITS, ROI, CONTRIBUTION MARGINS AND CASH FLOW

MARKETING OBJECTIVES in the strict sense

- IN TERMS OF VOLUMES, REVENUES, MARKET SHARE, COVERAGE, IMAGE, AWARENESS, CONSUMER SATISFACTION AND LOYALTY

COMMUNICATION OBJECTIVES

IN TERMS OF BRAND AWARENESS, BRAND IMAGE, KNOWLEDGE OF THE BRAND AND PRODUCTS, ENLARGEMENT OF THE ONLINE COMMUNITY (FOLLOWERS) ETC..

TO BE OPERATIONAL ALL OBJECTIVES MUST MEET SEVERAL CRITERIA

- CLEAR AND MEASURABLE
- TIME INDICATIONS
- CONSISTENT WITH EACH OTHER
- HIERARCHIZED

BUT ABOVE ALL THEY MUST BE REALISTIC

MKTG STRATEGY AND COMPETITIVE POSITIONING

APPROACH TO ACHIEVE OBJECTIVES AND PATH TO BE TAKEN

ES. 1-OBJECTIVE TO INCREASE REVENUES



3 SUB-OBJECTIVES:

- 1. INCREASE IN SALES VOLUME**
- 2. INCREASE IN AVERAGE PRICE OF UNITS SOLD INCREASE**
- 3. SALES HIGHEST PRICED ITEMS**



1 SUB-OBJECTIVE

INCREASE IN SALES VOLUME:

- 1.1.1 INCREASE IN PRIMARY DOM.**
- INCREASE IN MARKET SHARE**
- INCREASE IN USERS**
- INCREASE IN PER CAPITA CONSUMPTION**
- HIGHER REPURCHASE RATE**

THE OPERATIONAL PART-MARKETING MIX

The main elements of the marketing plan are:

the percentage of resources dedicated to marketing expenses and the MARKETING MIX

that is, the tools that the company adopts to achieve certain objectives

marketing:

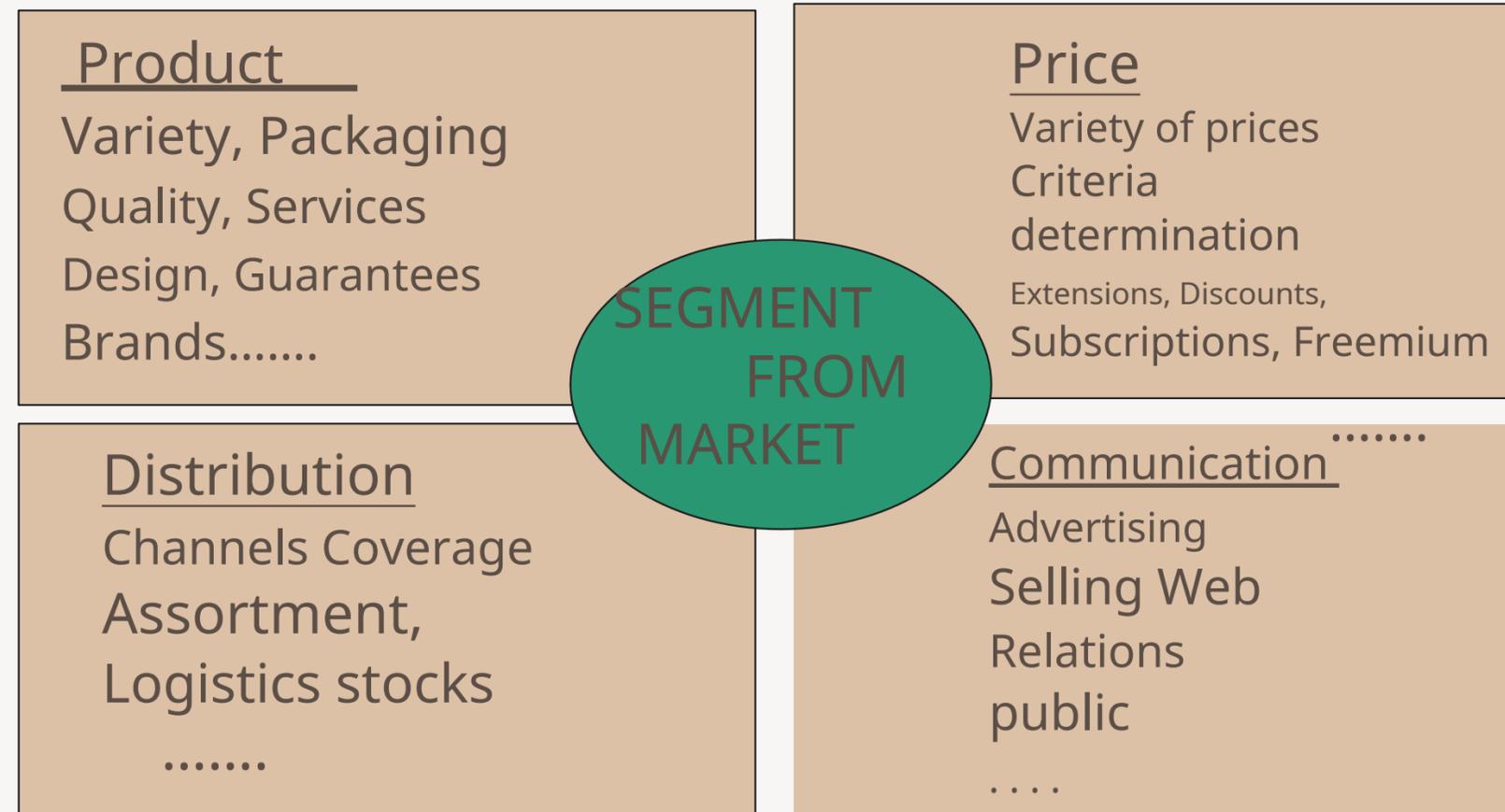
1) PRODUCT

2) PLACE (distribution)

3) PRICE

4) PROMOTION (communication)

The marketing mix



The marketing mix



The marketing plan of a detergent

GOALS INCREASE SALES BY 7% AND VALUE BY 10%;
MAINTAIN contrast medium **TARGET**: MIDDLE-
BOURGEOIS CLASS HOUSEWIVES AGED 18-55,
SERIES OF TARGET AND MICROTARGET With respect
to age and styles

POSITIONING: WITHOUT RINSE, PRICE
HIGH

QUALITY': FOCUS ON SENSORY
PERCEPTION

RANGE: ENLARGE WITH BATHROOM
CLEANING PRODUCTS

PRICE: PRICE SLIGHTLY HIGHER THAN
COMPETITORS

DISTRIBUTION CHANNELS.: TRADITIONAL
CAPILLARIES, INCREASE IN LARGE
DETAIL

SALES FORCE: INCREASE CONSISTENCY BY
10%, SINGLE CUSTOMER MANAGEMENT
SYSTEM

ADVERTISING': NEW LAUNCH CAMPAIGN IN
SUPPORT OF POSITIONING, INCREASE THE
ADVERTISING BUDGET, NEW MEDIA

SALES PROMOTION: PRIZE COMPETITION,
IMPROVE THE DISPLAY

RESEARCH AND DEVELOPMENT: INCREASE BY
20% TO IMPROVE THE SCENT AND PACKAGING

MARKET RESEARCH:
IMPROVE CUSTOMER KNOWLEDGE AND USE
OF THE PRODUCT

The marketing plan of a residential center

TARGET: MIDDLE CLASS FAMILIES
AGED 30-45 WITH 1 OR 2 CHILDREN

POSITIONING: PERIPHERALS WELL
CONNECTED, AFFORDABLE PRICE CAN BE
LOANED

RANGE: WIDE, SHORTLY DEEP,
PARTIALLY CUSTOMIZABLE **PRICE:**
PRICE SLIGHTLY HIGHER THAN
COMPETITORS AND WELL EQUIPPED

DISTRIBUTION CHANNELS:
SINGLE-MANDATED AGENCY

FORZALE: PREPARED AND PAID WITH A
FIXED AND PERCENTAGE IN LINE WITH THE
MARKET

ADVERTISING': LAUNCH CAMPAIGN IN
SUPPORT OF POSITIONING, WITH DIGITAL
PRESENCE, EMOTIONAL MESSAGE. LOCAL
MEDIATV, OVER THE MEDIA BUDGET **SALES**
PROMOTION: PRESENCE AT FAMILY FAIRS
WITH BROCHURES AND GADGETS FOR
CHILDREN

RESEARCH AND DEVELOPMENT: FOCUS ON
THE GREEN ECONOMY
AND HOME STAGING

MARKET RESEARCH: REALIZE
RESEARCHGEO-MARKETING

THE NEXT PHASES

KEY ACTIONS OF SUCCESS

ACTIONS DEEMED FUNDAMENTAL

COST STRUCTURE-TIMES-PLACES ACTION PROGRAMS

WHICH? WHEN? HOW MUCH? WHO?

BUDGET

CONTROL POINTS/SYSTEM partial results, ratios (kpi).

BUDGET

ON THE BASIS OF THE ACTION PLANS, A REFERENCE BUDGET CAN BE PREPARED THAT IT IS PRESENTED IN THE FORM OF FORECAST RESULTS

ON THE PRODUCT SIDE: number of units to sell x net sales price **FROM THE SIDE OF COSTS:** THOSE OF PRODUCTION, THOSE OF DISTRIBUTION AND MARKETING THOSE

ONCE APPROVED IT BECOMES THE BASIS OF THE RESEARCH & DEVELOPMENT PLANS, PROCUREMENT, PRODUCTION, LOGISTICS, HUMAN RESOURCES, FINANCE,

THE MARKETING PLAN IS THE ANSWER TO....

- IN RELATION TO THE BUSINESS AREAS
 - WHAT ARE THE STRENGTH POINTS E WEAKNESSWHAT DOES THE COMPANY HAVE? WHICH HEDGING STRATEGY VA ADOPTEDFOR THOSE BUSINESS AREAS WHICH ARE PART OF THE PORTFOLIO OF THE COMPANY?
 - HOW TO TRANSLATE THE ESTABLISHED OBJECTIVES AT THE LEVEL OF EACH OF THE MEANS OF MKTG MIX: PRODUCT, PRICE, DISTRIBUTION, COMMUNICATION
- "WHAT IS THE REFERENCE MARKET OF THE COMPANY AND WHAT IS YOUR MISSION STRATEGIC WITHIN THOSE MARKET
- WHAT ARE THE BUSINESS AREAS AND WHICH THEY ARE THE POSITIONS THEY CAN BE ARE YOU EMPLOYED WITHIN THEM?
- WHAT INTRINSIC ATTRACTIVITY THEY HAVE THE AREAS AND WHAT ARE THE OPPORTUNITIES E THE THREATS RELATED TO THEIR ENVIRONMENT?

SITUATION ANALYSIS - PESTEL

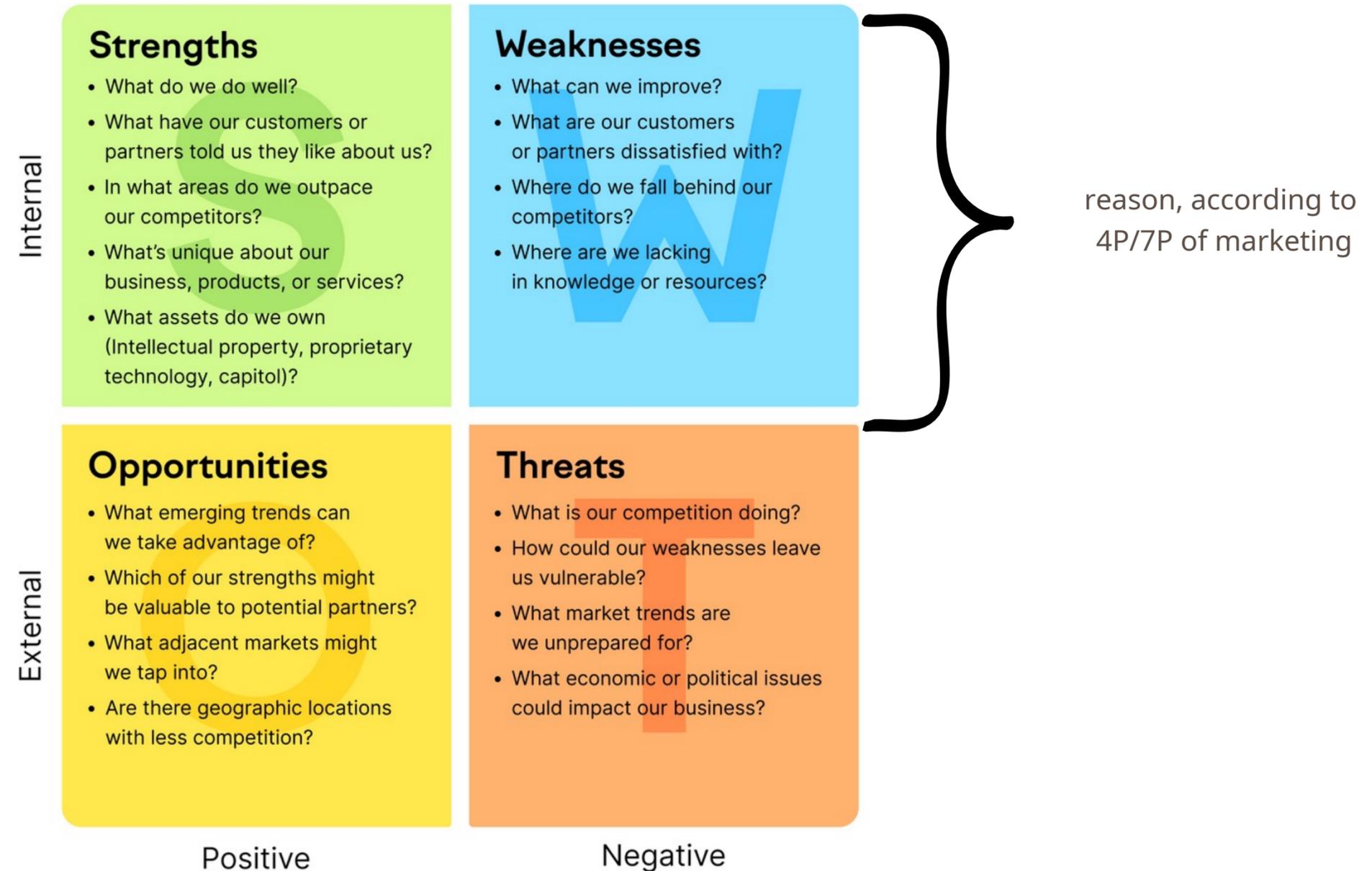
| P | E | S | T | E | L |
|--|--|---|--|--|--|
| <ul style="list-style-type: none">- Government policy- Political stability- Corruption- Foreign trade policy- Tax policy- Labour law- Trade restrictions | <ul style="list-style-type: none">- Economic growth- Exchange rates- Interest rates- Inflation rates- Disposable income- Unemployment rates | <ul style="list-style-type: none">- Population growth rate- Age distribution- Career attitudes- Safety emphasis- Health consciousness- Lifestyle attitudes- Cultural barriers | <ul style="list-style-type: none">- Technology incentives- Level of innovation- Automation- R&D activity- Technological change- Technological awareness | <ul style="list-style-type: none">- Weather- Climate- Environmental policies- Climate change- Pressures from NGO's | <ul style="list-style-type: none">- Discrimination laws- Antitrust laws- Employment laws- Consumer protection laws- Copyright and patent laws- Health and safety laws |

Nb in the table there are only very generic examples... but we must remember that each factor must be absolutely correlated and inherent to our reference market. In other words, for each point of the PESTEL (as well as in all aspects of the analytical part) we must always ask ourselves: "are we interested in this factor in the specific case?"

SWOT ANALYSIS (CONTENTS)



SITUATION ANALYSIS - PESTEL



THE OBJECTIVES

ALL OBJECTIVES SHOULD BE:

- Clear and Measurable
- Time Indications
- Consistent
- Hierarchical

SMART



Specific
Measurable
Agreed/Achievable
the Realists
Traceable

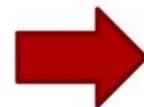
OBJECTIVES (2)



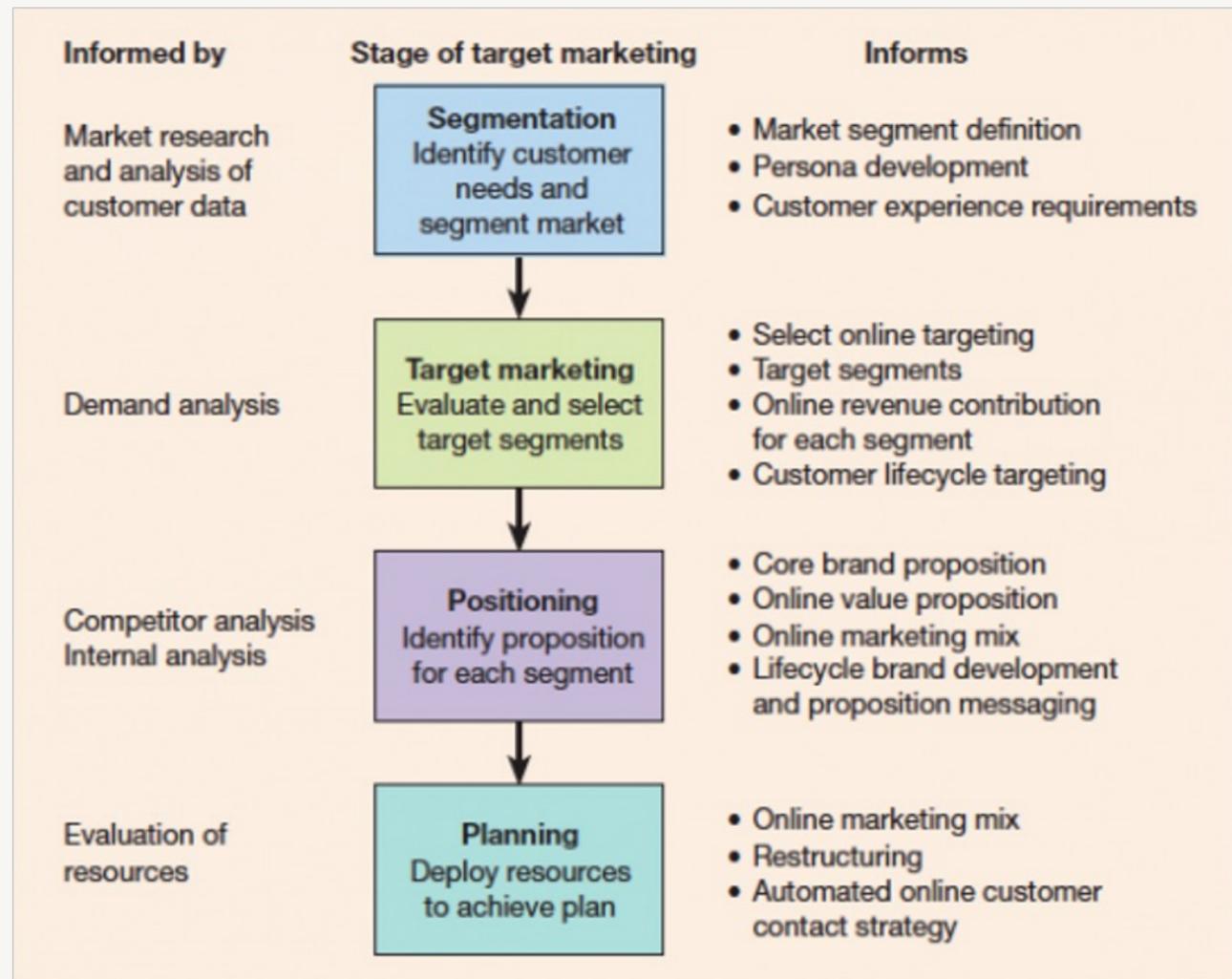
MARKETING STRATEGY Focus: TARGETING

| Socio-demographic | Geographic | Behavioral | Psychographic |
|--|---|--|---|
| <ul style="list-style-type: none"> • Sex • Age • Education • Occupation • Income • Marital status • Family size • Ethnicity/language • Religion | <ul style="list-style-type: none"> • Urban, rural, peri-urban • Region, district, community | <ul style="list-style-type: none"> • Relevant behavior • Stage of change/readiness to change • Frequency of behavior • Consistency of behavior • Duration of behavior | <ul style="list-style-type: none"> • Benefits sought • Values • Activities • Interests • Attitudes, opinions • Personality • Preferences |

**FROM SEGMENTATION
TO TARGETING!**



SUMMARY: SEGMENTATION, TARGETING, POSITIONING



There **segmentation** and the **division of the market into groups, or segments, of users who have characteristics, behaviors and interests similar.**

Every segment of the market may be interested in a **certain good or service** And, **if it is consistent enough**, can constitute an **attractive segment.**

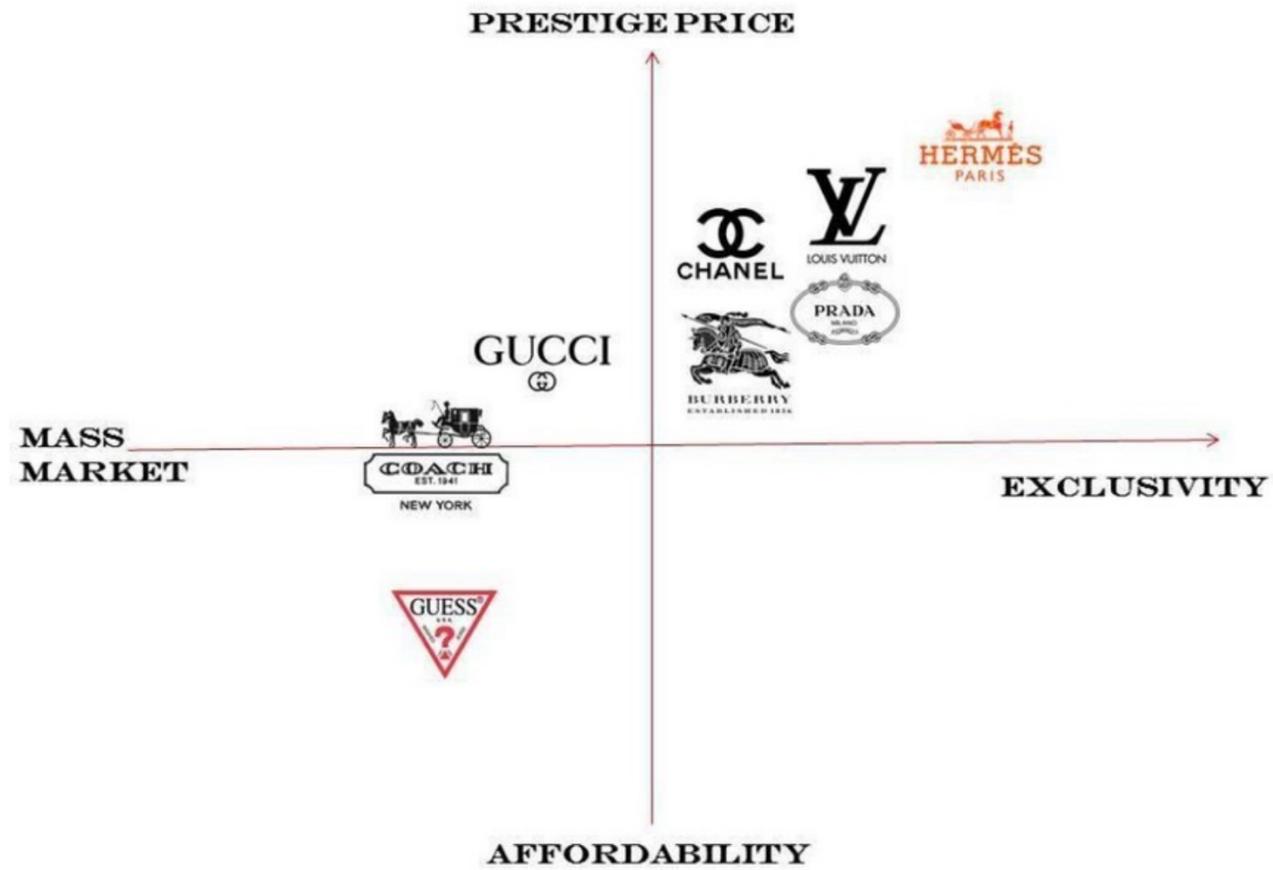
The targeting (or targeting) is a strategic method aimed at **identify, through a market segmentation process, the target sector** (i.e. the group of consumers) with the features most compatible with our offer.

Focus: POSITIONING

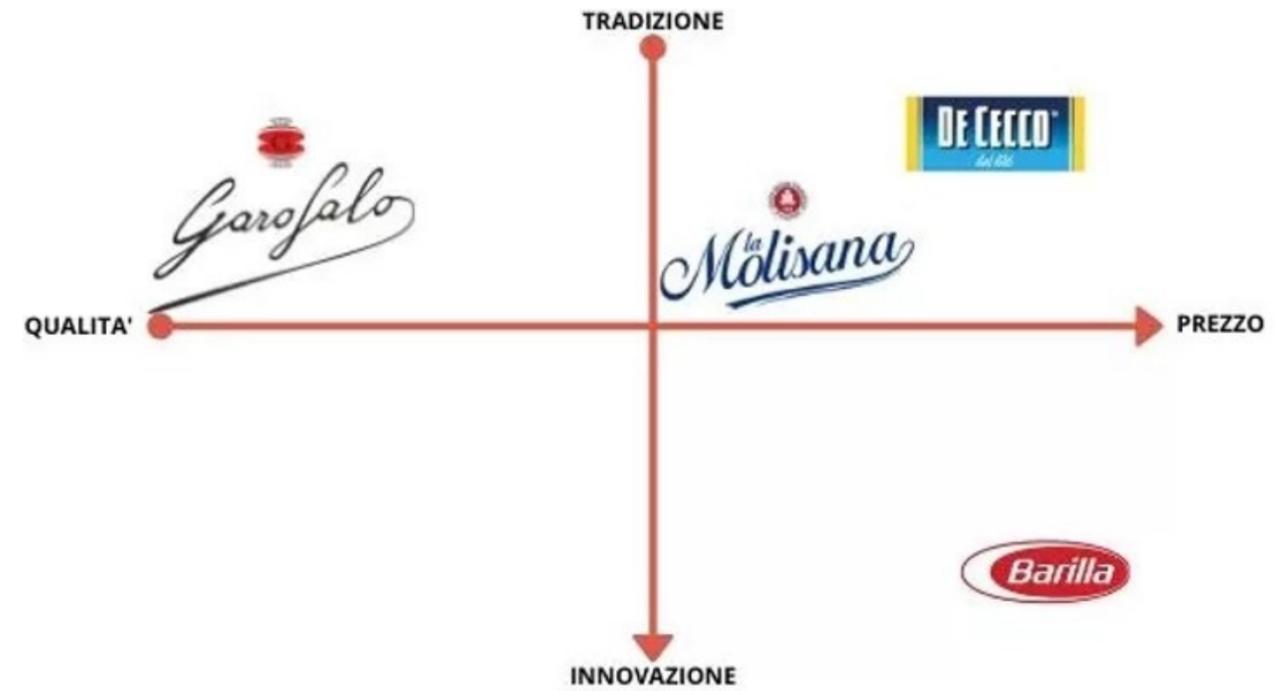
- **Brand position.** Position that a brand occupies in the consumer's mind compared to competing brands.
- The **brand positioning** it is the set of decisions and activities aimed at influencing the perception that consumers will have of a brand, with the ultimate aim of **create and maintain a distinctive and appreciated positioning in the minds of customers.**

Focus: POSITIONING

FASHION LUXURY

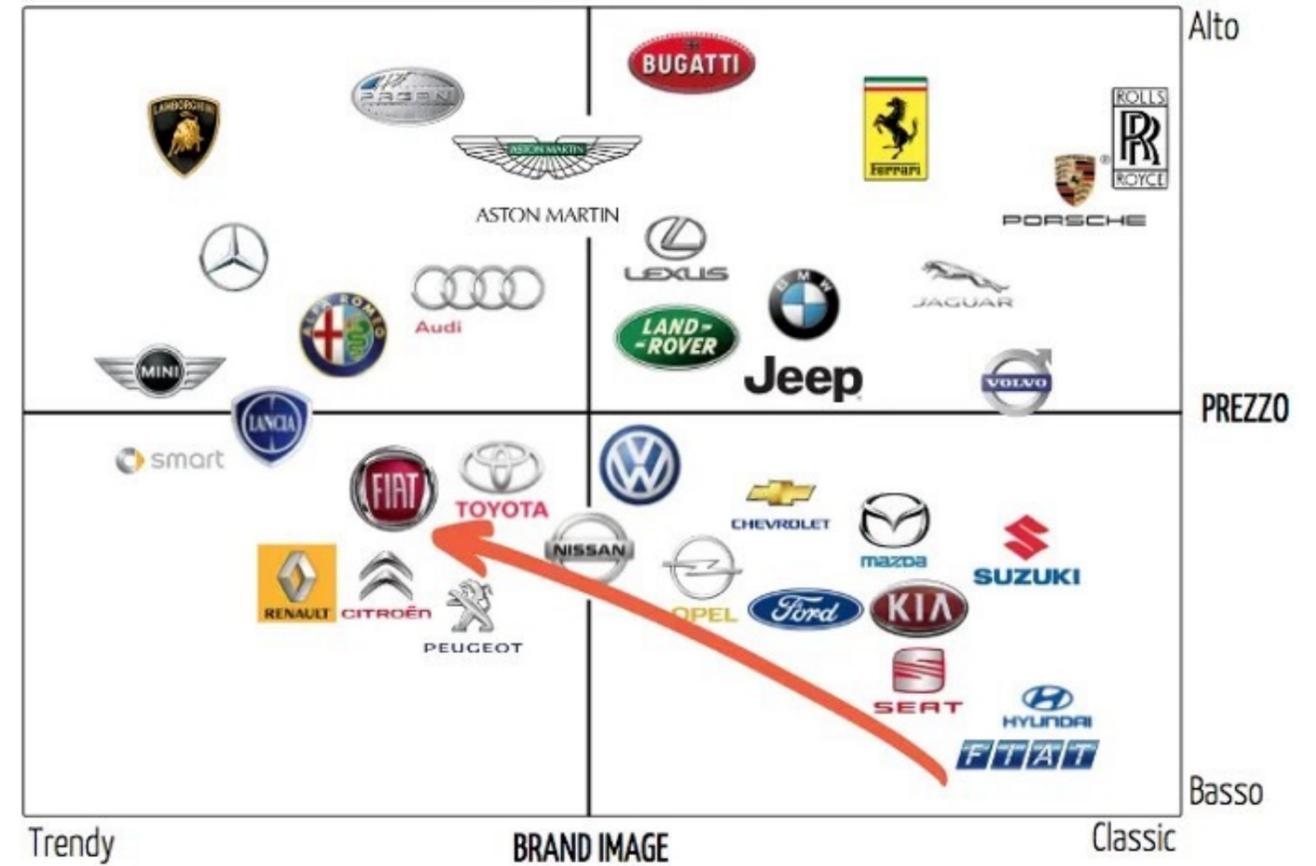
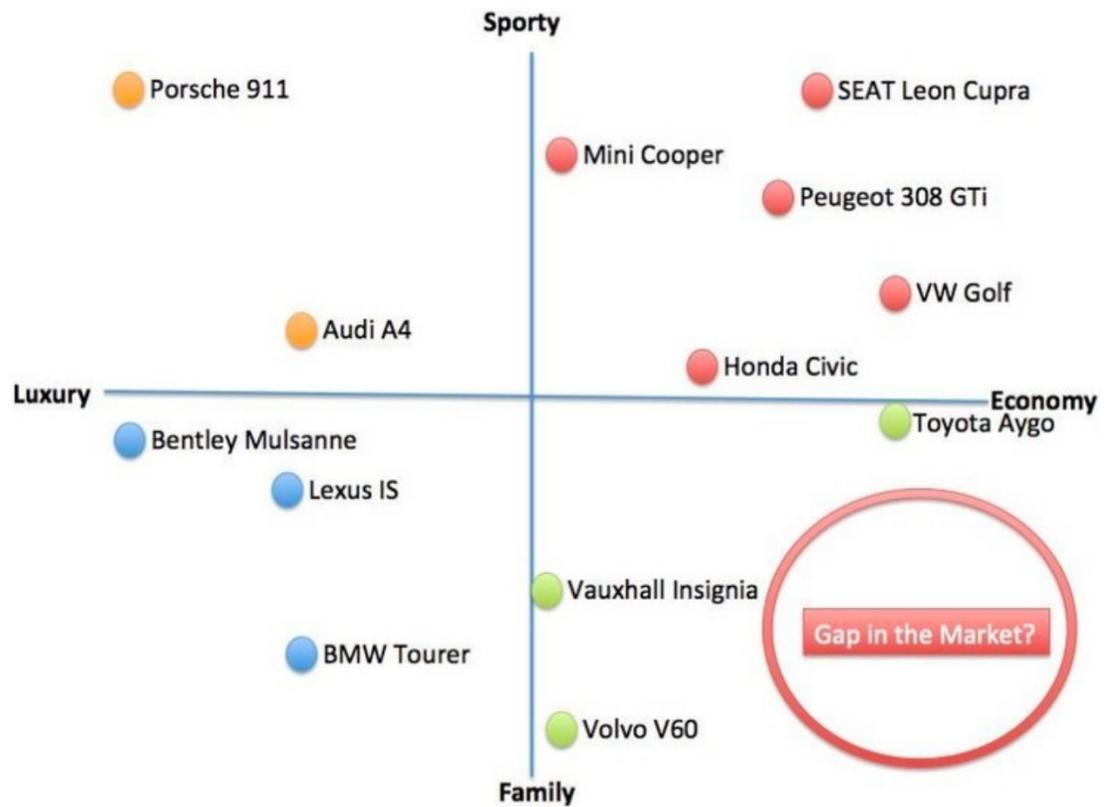


PASTA - COMMODITIES



Focus: POSITIONING

AUTOMOTIVE



SEGMENTATION, TARGETING, POSITIONING



THE MARKETING MIX

- 1. Product** : it is the good or service that is offered (sold) in a market to satisfy certain consumer needs.
- 2. Price** : it is the monetary amount that the consumer is willing to pay to receive a specific good or service.
- 3. Place** : it is the set of activities necessary to get a certain product to the final consumer, or even to points of sale and shops, with the various intermediate steps.
- 4. Promotion** : it is the set of activities aimed at promoting, advertising and making the market aware of a company or its specific product or service.
- 5. People** : decide whether to invest in staff training and whether to invest in the recruitment of new resources
- 6. Processes** : Design business processes such as online sales order processing or a management system of contacts (CRM)
- 7. Physical** (physical evidence): make the brand tangible in points of sale, offices, merchandise, uniforms...

THE MARKETING MIX



every self-respecting marketing plan should have the following structure

ANALYTICAL MARKETING

- Analysis of the external situation (PESTEL) - Analysis of the internal situation
- Demand analysis
- Competitor analysis
- SWOT analysis

STRATEGIC MARKETING

- Objectives (strategic or marketing, communication) - Creative idea (UVP – Unique Value Proposal)
- Targeting
- Positioning
- Partnerships

OPERATIVE MARKETING

- Marketing Mix (4p)
- Campaign of communication
- Tactical plans
- Budgeting

Benefits of community involvement

- **Improve customer satisfaction**
- **Increase customer loyalty**
- **Create greater brand awareness**
- **Generate new leads**
- **It promotes innovation**

Types of community involvement

In-person meetings: events, conferences, discussion groups

Digital channels: social media, blogs, forums

Volunteer projects: donations, sponsorships, volunteer activities

How to implement community involvement

- **Define goals:** what do you want to achieve with community involvement?
- **Identify the audience:** who wants to be involved?
- **Select the appropriate activities:** Which activities are suitable for your audience?
- **Measure results:** How do you measure the success of community engagement?

How to implement community involvement

- **Organize contests and giveaways.** Contests and giveaways are a great way to get yours involved audience and generate excitement about your brand.
- **Create engaging content.** Your social media posts should be engaging and interesting to your audience. Use images, videos and stories to capture their attention.
- **Interact with your followers.** Respond to comments and questions from your followers. This will show them that you are interested in what they have to say.
- **Ask for feedback.** Ask your followers what they think of your products or services. This will help you improve your offering and create a stronger relationship with them.
- **Collaborate with influencers.** Collaborating with influencers is a great way to reach more audiences ample. Find influencers who align with your values and niche.
- **Use hashtags.** Hashtags are a great way to make your posts more visible. Use hashtags appropriate to reach your target audience.
- **Share other people's content.** Don't be afraid to share content from other brands or influencers. This it will show that you are in tune with the latest trends and that you appreciate the work of others.

How to implement community involvement

Towards Local Communities

1. Education and awareness:

- Organize workshops and seminars to educate the community on the importance of glass recycling.
- Create communication and awareness campaigns to encourage separate waste collection.

2. Collection Points:

- Establish and manage glass collection points to facilitate recycling.
- Implement “bottle return” programs to encourage the return of glass containers.

3. Partnership with Schools:

- Work with schools to include educational programs on recycling and sustainability.
- Organize competitions and activities to increase environmental awareness among young people.

Service activities

activities and projects aimed mainly at local communities, public administrations and businesses

Towards Public Administrations

1. Technical and Logistical Support:

- Offer consultancy for the implementation of efficient glass collection and recycling systems.
- Assist in coordinating glass collection and processing logistics.

2. Waste Management Plans: Collaborate in the creation and implementation of wide waste management plans local.

3. Rules and Regulations: Work together to develop regulations and incentives that encourage glass recycling.

4. Pilot Projects: Launch pilot projects to test new glass recycling strategies and technologies.

Collaborative Projects

Cleaning Events: Organize cleaning events in public areas with the involvement of volunteers and local partners.

Sustainable Design: Promote the design of products that facilitate the reuse and recycling of glass.

Art and culture:

Support artists and cultural projects that use recycled glass as an expressive material.

By combining forces and skills between different stakeholders, a consortium can really make a difference, promoting a sustainable management of glass and significantly contributing to the protection of the environment and the development of a collective awareness regarding the importance of recycling.

Awareness raising activities

activities and projects aimed at all citizens to increase their awareness of the importance of correct separate waste collection of glass packaging

1. Communication campaigns

•Clear and Visible Messages:

- Create advertising campaigns on different media (TV, radio, press, and online platforms) that clearly and directly show the benefits and procedures of glass recycling.

•Testimonials and Stories:

- Use testimonials or create success stories related to glass recycling to make it closer to people and encourage emotional participation.

2. Education

•School Programmes:

- Integrate programs in schools that teach children the importance and techniques of glass recycling.

•Workshops and Conferences:

- Organize information events open to all citizens to discuss the benefits and practices of recycling.

3. Local Initiatives

•Recycling Days:

- Establish days dedicated to raising awareness of glass recycling, perhaps with events, games and educational activities in squares or parks.

•Collective Cleaning:

- Organize cleaning days of common areas, beaches or parks, involving citizens and providing information on the importance of recycling.

How to implement community involvement

4. Gamification and Incentives

•Reward Programs:

- Implement reward systems to encourage the practice of recycling among citizens (e.g. discounts, prizes, recognitions).

•Educational Apps and Games:

- Develop applications or games that educate about recycling in a fun and engaging way.

5. Partnership with Local Organizations

•Collaboration with Associations:

- Work with local associations to broaden the scope of initiatives and use existing communication channels.

•Events with Local Businesses:

- Collaborate with local businesses to create joint events or promotions related to glass recycling.

6. Installation of Adequate Infrastructure

•Accessible Collection Points:

- Make sure there are easily accessible and visible collection points with clear instructions on how to use them.

•Information on Collection Points:

- Provide maps or an application that indicates where to find the nearest glass collection points.

7. Show Results

•Communicating Impact:

- Show through data and stories the positive impact of recycling actions carried out thanks to citizen participation.

•Community Recognition:

- Highlight and celebrate communities or neighborhoods that excel in recycling practices.



Thank you

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