

PLANNING VS PLAN

PLANS ARE NOTHING.....

PLANNING IS EVERYTHING

MARKETING PLAN

A MARKETING PLAN IS A WRITTEN DOCUMENT THAT SPECIFIES THE MARKETING GOALS AND WAYS (STRATEGY AND ACTIONS) AND TIMING TO REACH THEM IN TERMS OF QUANTITY, QUALITY AND VALUE.

HOW SHOULD IT BE?

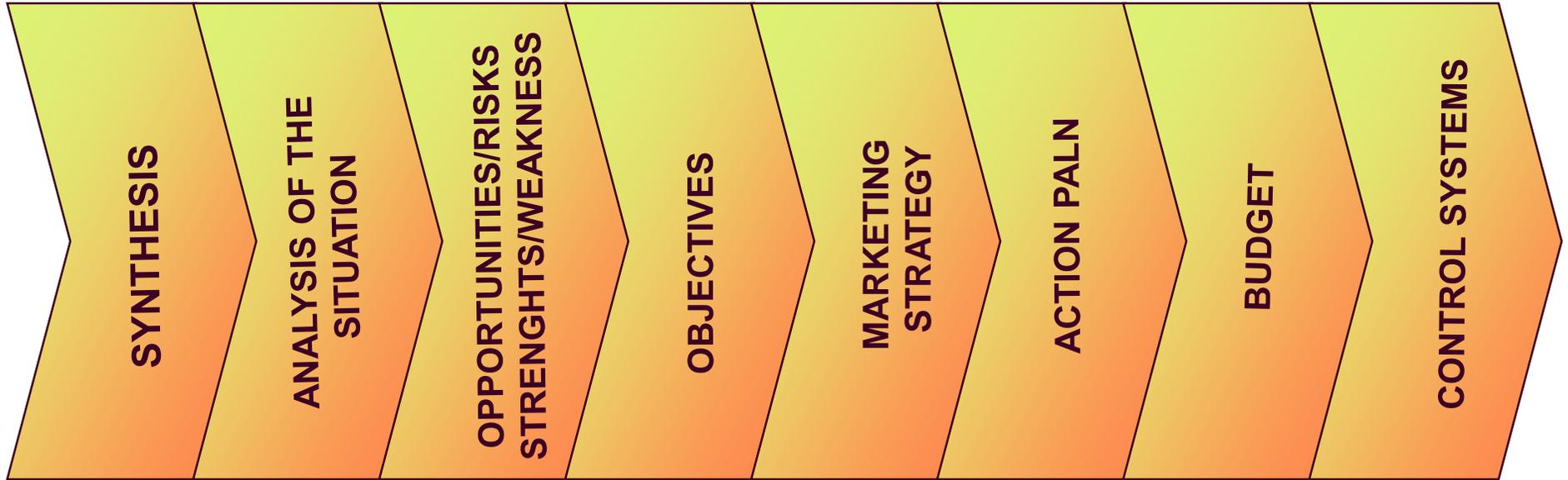
- **STANDARDIZED**
- **PLAN ALTERNATIVE SOLUTIONS**
- **OBJECT OF A CONTINUOUS CONTROL**
- **BEING FLEXIBLE**

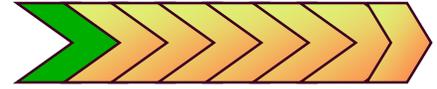
MARKETING PLANNING

THIS IS A PROCESS THAT SHOULD **INVOLVE** ALL
THE CENTRAL AND PERIPHERAL MARKETING
UNITS AND ALL THE OTHER FUNCTIONS.

THIS PROCESS **CONSOLIDATE** MARKETING
STRATEGIES AND THE ACTIONS OF THE
MARKETING PLAN

MARKETING PLAN CONTENTS





SYNTHESIS

- **IT IS AN OVERVIEW TO ALLOW A QUICK CHECK FROM THE TOP MANAGEMENT**
- **THEREFORE, IT ALLOWS THAT TOP MANAGERS CAN QUICKLY COMPREHEND THE MAIN POINTS OF THE PLAN**
- **AFTER THE SYNTHESIS, A TABLE OF CONTENTS SHOULD BE PROVIDED**



ANALYSIS OF THE SITUATION

MAIN POINTS:

❑ MACRO AMBIENT

↳ DEMOGRAPHIC, TECHNOLOGICAL, ECONOMIC, POLITICAL AND SOCIO-CULTURAL TRENDS

❑ DEMAND

↳ SIZE, TRENDS, SEGMENTATION

❑ COMPETITORS

↳ SIZE, GOALS, RESULTS, MKTG MIX

❑ INTERMEDIARIES

↳ CHANNELS SELLS, TRENDS

❑ PRODUCTS

↳ SELLS, PRICES, CONTRIBUTIONS, PROFITS



SWOT

- ❑ **ANALYSIS OF THE OPPORTUNITIES AND RISKS**
 - ➔ EXTERNAL FACTORS

- ❑ **ANALYSIS OF STRENGTHS AND WEAKNESS**
 - ➔ INTERNAL FACTORS

- ❑ **ANALYSIS OF PROBLEMS**
 - ➔ BASED ON THE ABOVE, THIS ANALYSIS DEFINE THE CENTRAL POINTS OF THE GOALS, STRATEGIES AND ACTIONS



THE OBJECTIVES

❑ FINANCIAL OBJECTIVES

IN TERMS OF PROFITS, ROI AND CASH FLOW

❑ MARKETING OBJECTIVES

IN TERMS OF VOLUMES, SALES VOLUMES, MARKET SHARE, IMAGE, AWARENESS, CONSUMERS' SATISFACTION

ALL THE OBJECTIVES SHOULD BE

CLEAR AND MEASURABLE

TEMPORAL INDICATIONS

COHERENT

HIERARCHICAL

AND BE REALIZABLE!



MARKETING STRATEGY

THE MARKETING STRATEGY IS THE MARKET APPROACH THAT ALLOWS TO ACHIEVE THE ESTABLISHED OBJECTIVES

IT SHOULD INCLUDE: TARGET, POSITIONING, THE MIX AND THE LEVELS OF BUDGETING



ACTION PLAN

EVERY ELEMENT OF YOUR MARKETING STRATEGY SHOULD BE ANALITICALLY STUDIED TO ANSWER THE FOLLOWING QUESTIONS:

→ WHAT ARE YOU GOING TO DO ?

→ WHEN ARE YOU GOING TO REALIZE IT ?

→ WHO IS RESPONSIBLE ?

→ HOW MUCH DOES IT COST ?



BUDGET

**BASED ON THE ACTION PLAN, THE PLAN SHOULD REVEAL
A BUDGET ALSO INCLUDING FORECASTING RESULTS**

WITHIN INCOME WE SHOULD CONSIDER

→ SELL VOLUMES, PRICE

WITHIN COSTS WE SHOULD CONSIDER

→ PRODUCTION, DISTRIBUTION AND MARKETING COSTS

***ONCE THE PLAN HAS BEEN APPROVED, IT WILL BE THE
BASE FOR THE PLAN OF RAW MATERIALS PURCHASE, THE
REALIZATION OF MARKETING ACTIONS ETC.***



CONTROL SYSTEMS

**IT REVEALS THE DETAILS OF THE FUTURE CONTROLS,
NECESSARY TO VERIFY THE EFFICACY OF THE PLAN**

**THE OBJECTIVES SHOULD BE ARTICULATED INTO A
TEMPORAL BASIS**