

# PLANNING VS PLAN

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*PLANS ARE NOTHING.....*

*PLANNING IS EVERYTHING*

# MARKETING PLAN

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**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?

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

# MARKETING PLANNING

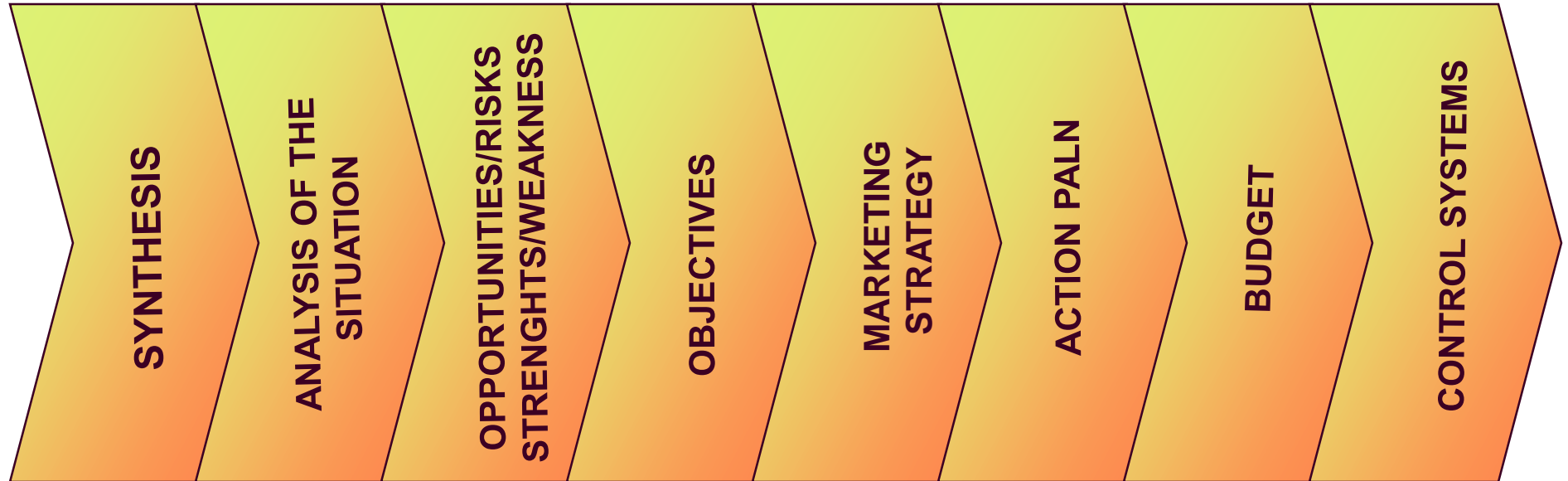
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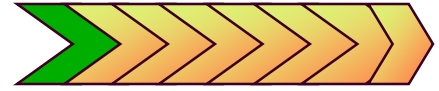
THIS IS A PROCESS THAT SHOULD **INVOLVE** ALL  
THE CENTRAL AND PERIPHERAL MARKETING  
UNITS AND ALL THE OTHER FUNCTIONS.

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

# MARKETING PLAN CONTENTS

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# SYNTHESIS

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- **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

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## 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

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- ❑ **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

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## ❑ 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

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**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

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**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

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**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

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**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**