

c) structure

d) territories

e) reward structure

## **Distribution**

1. Objectives

2. Channel members

### **Action Needed to Create a Market Strategy Supported Culture**

1.

2.

3.

4.

5.

### **Tactics**

Tactics have traditionally been summarized by four variables: price, promotion, product and place (4 P's). The following is a good start in developing tactics.

#### **Product/Service**

1. Description

2. Sales Forecast:

3. Objectives:

4. Position:

5. Opportunities

6. Threats

**Statement of Investments Needed  
to Implement the Strategy**

1. Capital funds
2. Human capital
3. Expenses

**Budget to Carry Out Strategy**

### Financial Objectives:

- 1.
- 2.
- 3.
- 4.
- 5.

### Strategy

The first thing to do is to analyze the options and decide where the strategy is heading. In a general way, there are four directions:

	Current Product/Service	New Product/Service
Present Market	I	II
New Market	III	IV

1. Risk/opportunities in Quadrant I

2. Risk/Opportunities in Quadrant II

3. Risk/Opportunities in Quadrant III

4. Risk/Opportunities in Quadrant IV

## Generic Options for Marketing Strategy

	Current	Desired	Competitors			
			1	2	3	4
Low Cost Producer						
Differentiator						
Niche Player						

### Market Served Options

	Current	Desired	Competitors			
			1	2	3	4
Local						
Country Wide						
North America						
International						

## **S.W.O.T. Analysis**

The quickest way to get to a qualitative assessment of the company is via the strength, weakness, opportunity and threat analysis (S.W.O.T.).

Strengths

Weaknesses

Opportunities

Threats

### Competitive Analysis

	Self	CO1	CO2	CO3
Key Success Factors				
Product/Service Offering				
Product/Service Service				
Product/Service Quality				
Cost				
Management				
Marketing Skills				
Marketing Effort				
Technology				
Sales Force				
Distribution				
Pricing				
Manufacturing				
Financial Strength				
Location				
Promotion/Advertising				
Total				

#### Scale

4 = Best    3 = Good    2 = Fair    1 = Poor

### **Research**

Information is not always available from secondary sources but only from primary sources. A list of needs with cost estimates may identify gaps.

<b>Information Needed</b>	<b>Source</b>	<b>Cost</b>
1.		
2.		
3.		

### **Competitive Analysis**

The first step is to identify the competition and analyze their strengths and weakness.

<b>Competitor</b>	<b>Strength</b>	<b>Weakness</b>
1.		
2.		
3.		
4.		
5.		



### Product/Service Analysis

Product/Service	Benefit
1.	1.
2.	2.
3.	3.
4.	4.

### Target Segments on Order of Priority

Now match the needs of the customer segments with the benefits of the product /service.

**Prime Market:**

**Secondary Market:**

**Tertiary Market:**

**Peripheral Market:**

Describe the characteristic of the target groups in a little more detail in order to understand the scope of the markets:

**Target Group: Primary Market**

Characteristics:

Sales Potential:

### Driving Forces and Implications for the Company in Order of Magnitude of Effect

### 1. Driving Force:

implication/impact:

## 2. Driving Force:

implication/impact:

### 3. Driving Force:

implication/impact:

#### 4. Driving Force:

implication/impact:

### 5. Driving Force:

implication/impact:

### 6. Driving Force:

implication/impact:

# OVERVIEW OF MARKETING STRATEGY\*

