

Group Project Guidelines

1. Executive Summary

The executive summary is a synopsis of the overall marketing plan. It should provide an overview of the entire plan including goals/objectives, strategy elements, implementation issues, and expected outcomes. The executive summary should be the last part of the marketing plan that you write.

2. Situation Analysis

A. The Internal Environment:

- Review of marketing goals and objectives
- Review of current marketing strategy and performance
- Review of current and anticipated organizational resources

B. The Customer Environment

- Who are the firm's current and potential customers?
- What do customers do with the firm's products?
- Where do customers purchase the firm's products?
- When do customers purchase the firm's products?
- Why (and how) do customers select the firm's products?
- Why do potential customers not purchase the firm's products?

C. The External Environment

- Competition
- Economic Growth and Stability
- Political Trends
- Legal and Regulatory Issues
- Technological Advancements
- Sociocultural Trends

3. SWOT Analysis:

- A. Strengths**
- B. Weaknesses**
- C. Opportunities**
- D. Threats**
- E. The SWOT Matrix**

4. Marketing Strategy

A. Primary Target Market:

Identifying characteristics (demographics, geography, values, psychographics)
Basic needs, wants, preferences, or requirements
Buying habits and preferences
Consumption/disposition characteristics

B. Product Strategy

Brand name, packaging, and logo design
Major features and benefits
Differentiation/positioning strategy
Supplemental products (including customer service strategy)
Connection to value (core, supplemental, experiential/symbolic attributes)

C. Pricing Strategy

Overall pricing strategy and pricing objectives
Price comparison to competition
Connection to differentiation/positioning strategy
Connection to value (monetary costs)
Profit margin and breakeven
Specific pricing tactics (discounts, incentives, financing, etc.)

D. Distribution/Supply Chain Strategy

Overall supply chain strategy (including distribution intensity)
Channels and intermediaries to be used
Connection to differentiation/positioning strategy
Connection to value (nonmonetary costs)
Strategies to ensure channel support (slotting fees, guarantees, etc.)
Tactics designed to increase time, place, and possession utility

E. Integrated Marketing Communication (Promotion) Strategy

Overall IMC strategy, IMC objectives, and budget
Consumer promotion elements
 Advertising strategy
 Public relations/publicity strategy
 Personal selling strategy
 Consumer sales promotion (pull) strategy
Trade (channel) promotion elements
 Advertising strategy
 Public relations/publicity strategy

Personal selling strategy

Trade sales promotion (push) strategy