

MARKETING PLAN

Market Summary

Market: Past, Present, and Future

Review changes in the market, which can include:

- Market share
- Legislation
- Competition
- Market shifts
- Costs
- Pricing

Who are your Competitors

- The products/offer and how they market them to customers
- Prices
- Customer service/standards
- How do they enhance customer loyalty
- Brand and design
- Staff calibre and numbers
- Website
- Who owns the business
- Media activities

Competitors who are they

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Competitors' Strengths

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Competitors' Weaknesses

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Business Strategy

- Key business objective to increase weekly sales
- Strategy for achieving this objective:
 - Questions that need answers:-
 - What changes are taking place in our business environment – opportunities or threats?
 - What are existing and new customers looking for – what are their needs?
 - Which customers are the most profitable?
 - How will I target the right potential customers – are there groups that I can target effectively?
 - What is the best way of communicating with them?
 - Customer service/standards could they be improved?
 - By extending the offer i.e. introduction of food increase popularity and sales?
 - Is pricing correct/quality/reliability/efficiency/value for money?
 - How could my business be best promoted – advertising, direct marketing, exhibiting, PR, Web etc?
 - Assess past marketing to see if it was effective – ask every customer how they heard about BJ's.
 - Costs – Marketing Budget

Strengths, Weaknesses, Opportunity, Threats

Produce a SWOT analysis of your business

SMART Objective

- **Specific** – for example set an objective of getting 10 new customers in per week

- **Measurable** – regularly review the plan – need to be able to check whether the goal has been reached or not
- **Achievable** – ensure that the resources needed are there – key resources are usually people and money
- **Realistic** – while targets should be set that stretch you – do not be too ambitious
- **Time-bound** – set a deadline for achieving the objective

Four P's

- **Product** – what you have to offer that gives customers value and whether/how you should change this to meet customer needs
- **Pricing** – Do we match competition or charge premium price for a quality product and service
- **Place** – Are we out of the way – location
- **Promotion** – How do we reach customers and potential customers