Planning Process (USE IN ASSIGNMENT!)

Analysis → Where are we now? → Getting the right information

- Internal analysis: Micro environment, markets, customers, competitors, suppliers and distribution = Strengths & Weaknesses
- External analysis: Macro environment (PESTEL analysis) = opportunities & threats.
- Porters 5 forces.

Planning → Where do we want to be? → Making a good decision

- Marketing objectives – must be SMART e.g. 85% of students to gain 2:1 in the exam by Jan 2013
- Strategies – Grow? Withdraw? Attack competitor? Defend position? Premium brand? Low-price operator
- Tactics 7Ps – Product, Price, Place, Promotion, People, Process & Physical evidence. These are the gift of a marketer, controllable variables.

Implementation → How might we get there? → Implementing the decision

- Focuses on actions: who is responsible for various activities, how the strategy should be carried out, where thing will happen & when action will take place.

Control/feedback → Are we on course? → Ensuring we are getting it right

- Control involves measurement, evaluation, and monitoring the plan and assessing if the objectives have been met.

SWOT analysis can be carried out by product, by segment of the market and overall.

Strategic marketing

- Relates to decision making
- Cost leader (Skoda) vs. Premium Brand (Porsche)
- Competitive Positioning
- Go for growth or get out of market
- Budgeting, structuring etc

Day-to-day tactical marketing

- Communicating with customers
- Supporting the sales team
- Develop, deliver eye-catching, creative
- Activity Reporting

Ansoff growth matrix numbers relate to risk e.g. diversification is 16 times more risky than market penetration.