


# STRATEGIC MARKETING PLAN OUTLINE



## EXECUTIVE SUMMARY

This is a concise summary of the plan, providing an indication of the findings, results and conclusions. The Executive Summary can be very useful for presentations to investors, bank managers and the like.

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## MARKET SITUATION & ANALYSIS

External Audit (PEST: Political, Economic, Social & Technological) Analysis of the macro-environment your business exists within. Issues which may have an indirect effect on your company. Some of the most significant opportunities and threats for the business may be found through analysis of changes and trends in the macro environment.

## COMPETITIVE ENVIRONMENT & MARKET ANALYSIS

Evaluation of the competitive environment in order to develop and sustain competitive advantage for the business. This section should identify where the main current competition stems from and where it may come from in the future. In addition, this section looks at likely actions from competitors in reaction to moves your business may take.

## SITUATION ANALYSIS (INTERNAL AUDIT)

Process of internal appraisal, examining elements of the business and their effect on the organisation. This should include appraisal of all functions of the business and also includes the profit-making potential of the company and the facility to exploit identified opportunities.

## STRATEGIC MARKETING OBJECTIVES

The business should work towards broad business objectives relating to Return On Investment and profitability. From these, subsidiary objectives may be applied to particular aspects of the business.

## COMMUNICATIONS OBJECTIVES

These should provide targets for the promotion element of the plan and reflect the communications techniques outlined. Objectives should be tightly focussed using measurement and relevance. Additionally, the objectives will refer to how the communications should affect the target audience.

## COMPETITIVE STRATEGY & ADVANTAGE

This section will outline the way in which the business plans to create and sustain its position in the market environment. It will detail the strategy and USP that should be utilised to develop a competitive advantage.

## BRANDING

A pivotal component of the marketing plan, recommended steps to be taken in order to brand the company. This includes brand values and brand message. How should the company be perceived by the public, and how will it go about ensuring that this is the case - detailing the 'brand handshakes', the interaction between the brand and the target audience. The section also describes how the brand identity should be represented.

## TARGET MARKET

An analysis of the company's target audience including who and where they are located. Segmentation bases will be dependent on the business and product in hand.

## BUYING BEHAVIOUR

How the target audience consumes products and services, who makes the decision and what their influences are. What motivates a buyer of the product into action.

## MARKETING MIX

Product: An analysis of the product in relation to the identified target segments, competitive strategy, buyer behaviour and current situation.

Price: The development of the pricing structure for the product or service, including strategic pricing.

Place: Location analysis and recommendations.

People: Detail of the people types and interaction processes required by employees.

Physical Evidence: Physical brand communication aspects in terms of interior, uniforms and packaging.

Process: The processes involved in brand interaction.

## PROMOTIONAL & COMMUNICATIONS PLAN

A full Promotional Plan to ensure all objectives are met. Includes:

- \_ Advertising
- \_ Direct Marketing
- \_ Online Marketing
- \_ PR
- \_ Sales Promotion
- \_ Other Promotions

## ACTION PLAN

Timescale of all marketing activities outlined in the plan. Crucial to the optimisation of all suggested communications required in order to fulfil the integrated communications plan.