

If you want your target overseas audience to know about your product or service and to perceive it in the way you want and pay the price you're asking, it has to be marketed effectively and efficiently.

A sound marketing plan is the blueprint for a company's marketing activities, summarising the strategies and tactics that will be used to achieve specified objectives in a given time period.

Work your way through the steps in this checklist and you will have your core document for directing and coordinating your marketing effort.

Marketing Plan

checklist

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is this guide for you?

This guide is designed for new exporters or those businesses already exporting, and who need some practical advice about preparing a successful export marketing plan. It takes you step-by-step through drafting a marketing plan, from identifying market segmentation and customer motivation, to making decisions about what type of advertising you will need to use to promote your product or service. This guide also discusses:

- how to structure your market plan
- marketing strategy
- the essential elements in a successful marketing mix (product, place, price, promotion).

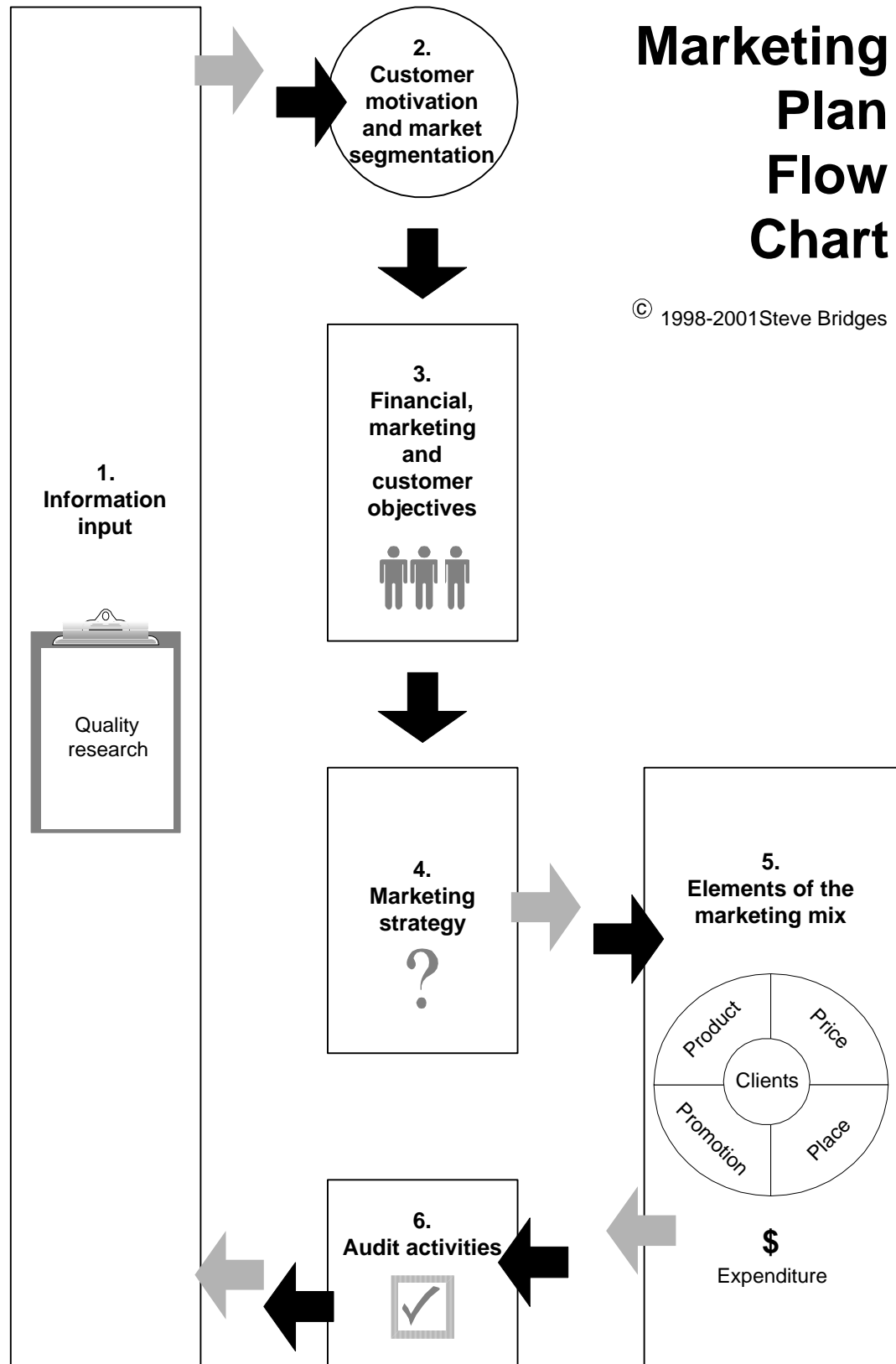
The information provided in this guide is by nature specific to marketing; if you find this document useful, you might want to look at the following New Zealand Trade and Enterprise guides which explore other related areas of exporting in more depth:

- *Guide to Exporting*
- *Guide to Pricing*
- *Promoting Food and Beverage in Australia*
- *Guide to Ensuring Success at Trade Shows*
- *Guide to Market Selection*
- *Guide to Agent and Distributor Selection*

Visit www.nzte.govt.nz or contact New Zealand Trade and Enterprise on 0800 555 888 for more information.

flowchart

This flowchart shows the main sections of a marketing plan and the path to follow in developing and reviewing a plan. Each section is described in more detail on the following pages.



Marketing Plan Flow Chart

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how to use this checklist

Work your way through following steps and the flowchart to develop a sound plan for directing and coordinating your marketing effort.

Include the product name and the period covered by the marketing plan in the title.

1. information inputs

You will be making decisions in sections 2, 3, 4 and 5 based upon the information you gather, analyse and summarise in this section. Hence the quality of your plan and the decisions you make based it on, will be very much determined by the quality of the research and the information that goes into it.

1.1 Origin and Objectives of this Project

- This is an introduction to the marketing plan and describes its reason for being. For example, it may be time to update the marketing plan for an existing product; or the company may have developed the technology for a new product; or a new product idea may have been revealed by research.
- Any objectives, guidelines or constraints imposed by management should also be identified here.

1.2 Market Size

- If the market being analysed is an existing one, state the size in terms of units and dollars. If helpful, show historical sales. Predict future trends for whatever period is most helpful.
- One way to define your 'market' is to identify the type(s) of product(s) that the consumer described in section 2 is currently using to satisfy the buying motive. These are your competitors and their collective sales represent the total size of the market.
- Provide breakdowns for the total market size in ways that are illuminating (for example, by month or season, region or customer size).
- For all of the above, use tables for reader convenience and to conserve space.

1.3 Analysis of the Marketing Environment

You should be alert to any trends in the environment at large (i.e. beyond your control) that could affect either the magnitude of the business potential or the strategy you might adopt.

Trends that could be usefully monitored include:

- **demographic** trends, i.e. trends revealed in census statistics (e.g. birth rate down, increased size of older age groups, etc)
- **economic** trends; and/or
- **social and cultural** trends (e.g. health and fitness boom, increase in working women, etc).

Also:

- Indicate how **political** and **legal** forces could impinge on your business (if relevant).
- Summarise vitally important information concerning your major **competitor(s)** (e.g. share of market, main elements of marketing strategy, advertising budget and message).
- Indicate how developments in **technology** could affect this business (if relevant).

1.4 The Trade

Identify those organisations in the trade (if any) which are potentially important for this project and report the findings of your research into their needs or wants, problems, desired profit margins, attitudes to competitors, and so on.

1.5 The Consumer

- In the final analysis, your success or failure will depend on the extent to which you understand your consumer, e.g. his or her needs, attitudes, perceptions, purchase/ usage behaviour, level of satisfaction, likes and dislikes, etc.
- This understanding can be achieved by marketing research conducted by independent research companies and/or yourself (D.I.Y. research).
- Summarise here the key information concerning any qualitative and/or quantitative research conducted by, or for, you. Include: date(s) of research, who did it, type of research project, and key findings. Present the information about each research project separately.

1.6 Customer Database

- If you maintain a customer database, summarise here the key aspects in terms of demographics, psychographics and purchase history.
- Identify and analyse key customers, especially high value customers.

1.7 Company Analysis

This is the place to summarise the key factors in the SWOT analysis unless they have been covered elsewhere.

- Strengths
- Weaknesses
- Opportunities
- Threats

1.8 Other Research

Summarise here other relevant information you have gathered or research you have done (e.g. secondary research).

1.9 Other Points

- No matter how much research has been done, a marketer will usually have to make some assumptions.
- State key or critical assumptions so that they are not forgotten and/or can be challenged by readers.
- Priorities regarding future research activities (to fill current information, or knowledge, gaps) should be listed here, together with cost estimates.

2. customer motivation and market segmentation

2.1 Consumer Motivation

Describe the consumer's buying motive. It may be a benefit, fulfilment of a need or want, solution to a problem, elimination of an irritation or frustration, etc. It usually has both rational and emotional components.

2.2 Market Segment

Describe the group of people who are seeking this end in ways that differentiate them from all other people. This may be done in terms of lifestyle, activities, interests, attitudes, opinions, demographic characteristics, value (e.g. purchasing history), etc.

2.3 Market Size

Estimate the number of people in your market segment.

3. financial, marketing and customer objectives

- **Financial** objectives (which must be consistent with corporate objectives) may include dollar sales, gross profit, net profit, return on investment, etc.
- **Marketing** objectives may include unit sales, share of market, trial level, rate of repeat purchases, awareness or recall levels, distribution levels, levels of customer satisfaction, etc.
- **Customer** objectives may include acquisition of new customers, retention of existing customers, stimulation of existing customers or re-activation of lapsed customers.

4. marketing strategy

4.1 Overall Marketing Strategy

State your overall marketing strategy, e.g. competing mainly on service, product differentiation, innovation, price, etc.

4.2 Definition of Competition

Identify those products which are your main competitors. To escape 'marketing myopia', identify products which satisfy the same buying motive identified in section 2.

4.3 Market Demand

State whether you intend to achieve your sales target mainly by expanding the total market (primary demand) and/or by gaining a share of the existing market (secondary demand).

4.4 Competitive Positioning:

State how you intend to position your product relative to competitive products.

4.5 Promotional Strategy

Indicate whether you will use a pull strategy, a push strategy, or a combination of the two.

- A **pull** strategy entails heavy advertising and promotion to the end consumer.
- A **push** strategy involves the offer of special incentives to middlemen.

4.6 Communication Theme

State the theme or message that you wish to communicate to your consumer via your advertising, packaging, promotion, point-of-sale material, public relations, direct mail, telemarketing, unaddressed mail, multimedia CD-ROM, internet website, etc.

4.7 Customer Database

Describe how you will keep data up-to-date, add new information, integrate with other information systems, etc.

4.8 Legal

State the legal protection (if any) that you will seek to prevent/minimise competition.

4.9 Other

State any other marketing strategies that are relevant to your particular business or situation. For example, will you focus on trial or repeat purchases? Will you focus on selected regions of the country? Will you use technology to establish a competitive advantage? And so on.

5. elements of the marketing mix

The main elements of the marketing mix are:

- Product
- Place
- Price
- Promotion

product

5.1 Product

- List briefly the main features and characteristics that the product must have to satisfy the buying motive identified in section 2.
- Specify the maximum permissible production cost per unit.

5.2 Brand Name

State your Brand name criteria (e.g. convey a benefit, be easy to pronounce or remember, etc); then state the name you believe best fits these criteria.

5.3 Generic Product Name

State your Generic Product name criteria; then state the name you believe best fits these criteria.

5.4 Packaging

- List the key structural and graphic criteria which the pack design must adhere to.
- State any constraints that must be accepted (e.g. cost of the pack, transportation costs, retailer realities, etc).
- Specify the maximum permissible production cost per unit.

5.5 Packaging Outer and/or Inner

- State how many units will be contained in an inner and, if applicable, how many inners to an outer.
- List the graphic and structural criteria which the design of the outer and/or inner must adhere to.
- State any constraints that must be accepted, particularly maximum permissible costs.

place

5.6 Distribution

- State the type of retail outlets - and the area within those outlets - in which your consumer would expect to buy the product.
- Identify the type of middlemen (e.g. wholesalers and/or distributors) you require to gain distribution in those retail outlets. Also, specify the normal mark-up taken at each level required.
- State the criteria which these middlemen must fulfil for appointment as your wholesalers and/or distributors.
- Identify specific companies which you will appoint because they meet your criteria.

price

5.7 Pricing

- Predict the retail price (GST inclusive) you believe the consumer will pay and provide your rationale.
- Determine your selling price by subtracting middlemen mark-ups. Use mark-ups that are consistent with your promotional strategy (section 4).

5.8 Credit

- State whether or not you will grant better credit terms than is standard industry practice (push strategy).
- If so, specify what you will offer and estimate the extra cost.

promotion

5.9 Consumer Advertising

- Specify the media that will be used to reach your consumer (e.g. television, radio, newspapers, direct mail, telemarketing, internet, etc) and your rationale.
- State the weight of advertising required (e.g. TARPS, Reach and Frequency, etc).

- Estimate production costs for the period.
- Estimate media costs for the period.

5.10 Consumer Promotion

- For each promotion, briefly state the objective(s), type of promotion, timing, rationale and estimated cost.
- Estimate total cost for all promotions for the period.

5.11 Point-of-Sale Material

- List types of point-of-sale (POS) material to be produced and state the design criteria in order to guide creative development.
- Estimate total costs for all POS material produced in this period.

5.12 Trade Advertising

- State the objectives and rationale for advertising in trade journals.
- State the strategy (message to be communicated, which journals to be used, timing, size of ads, etc).
- Estimate total costs (production and media) for the period.

5.13 Trade Promotion

- For each promotion, briefly state the objective(s), type of promotion, timing, rationale and estimated cost.
- Estimate total cost of all promotions for the period.

5.14 Selling

- State your sales strategy and tactics.
- Estimate total selling costs in this period (salaries, expenses, costs of meetings, etc).

5.15 Public Relations

- State your PR objectives and strategy.
- Specify actions and activities that will be undertaken.
- Estimate total costs for the period.

5.16 Direct Marketing

- State the target groups (customers and prospects) you will contact and the strategies (e.g. up-selling, cross-selling, loyalty programmes) and tactics (offers, testing) for each one.

- Describe the customer contact plans and fulfilment strategies for the management of responses for each group.
- Estimate the likely response rates, the cost-per-response, cost-per sale analysis, and total cost.

5.17 Internet

- Specify the objectives for creating or refreshing an internet site.
- Describe the strategy to maximise the web investment, including plans for generating site traffic and the processes for the management of this traffic.

6. audit activities

State the research activities that will be undertaken to determine whether or not you reached the objective(s) specified in section 3.

marketing mix expenditure

For each element of the marketing mix, enter the planned expenditure into this table and calculate the total.

Element of the Marketing Mix for <i>product</i> from <i>dd/mm/yy</i> to <i>dd/mm/yy</i>	Expenditure
Price, e.g. cost of special credit terms	\$
Promotion	\$
Consumer Advertising: Production Costs	\$
Consumer Advertising: Media Costs	\$
Consumer Promotion	\$
Point-of-Sale Material	\$
Trade Advertising	\$
Trade Promotion	\$
Selling	\$
Public Relations	\$
Direct Marketing	\$
Internet	\$
Total Marketing Mix Expenditure	\$

how New Zealand Trade and Enterprise can help

To assess your readiness to export, we recommend you score yourself using the interactive self-assessment guide at www.nzte.govt.nz/get-ready-to-export.

For businesses that are thinking about export, or that require further export preparation (scores below 70), we recommend the following programs:

- The fully funded Enterprise Training programme, designed to help develop and grow your business, complemented by one-on-one follow-up coaching with the course presenter.
- New Zealand Trade and Enterprise's Capability Building funding. This grant is designed to assist businesses and entrepreneurs to build business capability. Applicants can apply for co-funding for a range of activities including employing a business mentor, or employing the services of an external expert to help develop a business or marketing plan, complete a feasibility study, or conduct international quality standards certification.

Visit www.nzte.govt.nz to find out more about these programmes.

- Additional Guides are available at www.nzte.govt.nz/develop-knowledge-and-expertise

For businesses that are well under way in their preparation for export (scores of 70 or more), we recommend any of the above the programmes as well as:

- New Zealand Trade and Enterprise's Market Development funding. This grant can be used for marketing-related expenditure related to entering or promoting a better position in an international market. For more details refer to www.nzte.govt.nz.

Please note market development activity in Australia is ineligible in respect of grants.

For businesses that are advanced in their preparation for export (scores of 90 or more), we recommend any of the above programmes. In addition we may be able to offer services and market intelligence to help you succeed in export, including:

- assistance with market selection and market entry
- valuable business contacts worldwide
- advice on export procedures and regulations
- overseas market research.

For further guidance or clarification please call New Zealand Trade and Enterprise on 0800 555 888, email us at info@nzte.govt.nz or visit www.nzte.govt.nz.

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