Report

Section 1

1.0 Task 1

1.1 Summary of the product & market strategy

1.1.1 Product overview
- key features & benefits of the product.

1.1.2 Market Strategy
- Who is the product for (T.M.)
- What's the positioning strategy.

1.2 Amendments.

↳ either amendments to:
- (a) Product modification
- or/and
- (b) change of target market/and positioning strategy

use MASDA to justify

↳ 3 positioning requirements to support yr amendments.

} provide rationale. to support your amendments

1.3 Marketing Mix

[must be based on the finalised positioning strategy.]

1.3.1 Product Strategies.

1.3.1.1 PLC analysis.

- Base on the PLC analysis, the product range recommendations by length & depth.

↳ supported by lit review.

1.3. ~~2~~ Pricing Strategies.

- skimming / penetration / prestige & why?

↳ supported by lit review.

1.3.3 Place Strategies.

- Intensity of distribution (Intensive / Selective / exclusive / disintermediation)
- marketing system to adopt (CMS/VMS/HMS).

your recom. must be supported by lit review.

1.3.4 Promotions Strategies.

- which marcom tools to focus on & why?. (Adv / direct marketing / internet marketing / Sales Promotions / PR)

Support by lit review.

Section 2

2.0 Task 2

2.1 Importance of Service Dominant (SD logz)

- Pure lit review on its importance to biz.

2.2 People Strategies.

- Recommend appropriate retention strategies to keep yar employees. (ie: Training | rewards | commission)

backed by lit review.

metriz:

Avg retention cost = Retention Spending / No of Cust retained.

2.3 Process Strategies.

- Ideally, showcase the service blueprint. (service/prod offer / delivery process).
- Identify the 1-2 key components of yar delivery service blueprint.

- ease of usage /
- speed /
- convenient.

(supported by lit review).

ie: Direct activities
(Face to face touch points)
= indirect activities
(backend / back stage operations)
↳ eg) food prep. work
no / queue sys

metriz = cust satisfaction level ↑
= cust complaints ↓.

2.4 Physical Strategies.

- eg) Parking / Seating / Restrooms / ticketing area / entrance / signs / exterior / interior

metriz. = traffic ↑
= Avg acquisition / cost retention = Acq. spend / Retention spend / no of cust acq. / retained.

2.5 Service marketing.

- what is yr svc mktg strategies to improve service quality?

back by lit review

(eg) service gap analysis
① knowledge gap = cust know.
② Standard gap = Org std
③ Delivery gap = actual deliv. exp.
④ Comm gap = ~~del~~ promise.

~~/ Retention strategies for service mkt~~
~~① financial bonds~~

2.6 Relationship Marketing

- CRM strategies to build relationships.
↳ through use of: (retention strategies for services marketers)

backed by lit review

① Financial bonds
↳ Vol & freq rewards
↳ bundling cross & selling
↳ Stable pricing
② ~~Social bonds~~
Customisation bonds
↳ Anticipation / innovation
↳ Mass customisation
↳ Cust. intimacy.

2.7 Internal marketing.

explain its importance & role supported by lit review

- use of BSC (Balance Score Card) to communicate w employees to align vision / mission / expectations for
① financial perspective
② Customers
③ learning growth
④ Internal biz process.

(4 each related to yr biz.)

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2.8 Social / Ethical Marketing.

↳ Green marketing / cause-related marketing } which one to use. How? why? ↓ Supported by lit review.

3.0 Task 3.

3.1 Cust engagement issue(s)

- Identify possible cust issues. factors that can cause dissatisfaction / cognitive dissonance

3.2 Cust touch points

- Identify possible touch points where cust interaction / engagement / content points can happen.

(eg) Retail store / hotline / website / Events / road show / FB or Social media / mobile / Azl.

3.3 Relevant Strategies.

- What strategies to adopt using the touch points to resolve/address the cust issues.

ie: use of mobile technology = app / AI & ML to handle hotline / website engagements

ie: use of Salesforce to perform CRM

ie: use of content marketing to incr PR / impression on FB / social media

⇒ for each eg, explain,

(1) its appropriateness & relevance to your STP approach

(2) suggest relevant metrics

ie: click through rates.

- ~~ROI~~ ROMIs
- Price premium
- Acq / Retention cost
- Cus profitability.

etc

R3

Presu 3

(2 min slide)

(2 min slide - 3 slide)

(1) Sales Mgr techniques.

(a) General approach
- treat salespeople equally
- provide feedback (helpful / constructive)
- focus on prep & growth
  - right tools / training

(b) Recruitment
- Rep / Agent

(c) Compensation Strategies
- base + commission

(2) Internet marketing strategies.

3 platforms RACE / integrates into ⇒ REAM.

	Paid	Social	Owned.
R	✓	✓	
A	✓	✓	✓
C			✓
E		✓	✓

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(3) Retail Strategies. (mrt.) (2-3 slides)

(a) Segmentation
- undifferentiated / Differentiated / Concentrated offering.

(b) location Strategy
- high end / city / heartland / isolated

related

(c) Merchandise strategy
what product layer to carry.

(d) Pricing Strategies.
↑ ↔ ↓ | loss strategies.
H M L

(E) Comm Strategy
- Path to purchase Strategies
  - Ad (POP)
  - Sales promo.
  - PR
  - Personal Selling

(F) Store image / cust svc strategy
- Ext / Interior
- Design & layout
- no of services to offer. (con & comm)

} is it in line & positioning

6 rights
Right - merchandise
- quantity
- price
- people
- place
- time