

TMG!

Marketing STRATEGY Planning Form[©]

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STRATEGIC PLANNING Form[©]

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Industry & Firm (e.g., A4/C2): ____ Names : _____

Company Name: _____ Period No. _____

VRD Brand Name: _____ **DVC Brand Name:** _____

Vision

Mission

Objectives and Goals

Target Market:

Marketing Mix

- Product:

	Our Product	<i>Ideal Point:</i> Segment X	<i>Ideal Point:</i> Segment Y	Major Competitor 1	Major Competitor 2
○ SC					
○ EP					
○ EL					

- Price (Retail \$):
 - Our Product: _____
 - Competitor 1: _____
 - Competitor 2: _____

 - RP Segment X _____
 - RP Segment Y _____

- Place
 - Distribution Intensity: _____
 - # of Salespeople: _____
 - % Non Selling Time: _____

- Promotions/Customer Service
 - Our Product:
 - Competitor 1:
 - **Competitor 2:**

<u>METRICS:</u>	<u>PERFORMANCE MEASURES</u>
1. Profits (\$):	_____
2. Revenues (\$):	_____
3. Marketing Expenses (\$):	_____
4. <i>ROM = Profits/Marketing Expenses:</i>	_____
5. <i>ROS = Profits/Revenues:</i>	_____
6. Cumulative Profits (\$):	_____

	<u>Total</u>	<u>Channel 1</u>	<u>Channel 2</u>
• Sales (units):	_____	_____	_____
• Market Share (%):	_____	_____	_____
• Break Even (Units):	_____	_____	_____
• # of Salespeople:	_____	_____	_____
• Distribution Intensity (%):	_____	_____	_____
• <i>Salesforce Efficiency:</i> = $\frac{\text{Unit Sales}}{\text{\# of Salespersons}}$	_____	_____	_____

<i>Our Target Segment is (are):</i>	_____	_____	_____
Sales (units):	_____	_____	_____
Sales (\$):	_____	_____	_____

RESPONSE FUNCTIONS

- **You may wish to plot the response functions for the important variable.**
 - Sales vs. Advertising
 - Sales vs. Promotions
 - Sales vs. Price (for your Segment)
- **You could also run a regression analysis.**
- **What does this all mean? The focus should be on the cumulative insights discerned.**