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**Marketing Plan**

**[Writer Name]**

**[Institute Name]**

## Marketing Plan

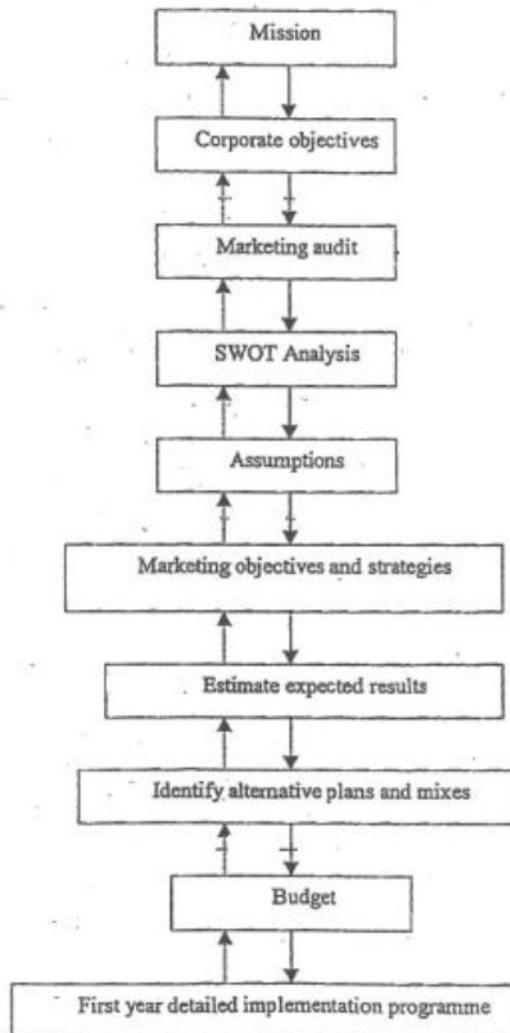
### **Introduction**

A marketing plan for new product is important for any business. Its aim is to increase the profits of business. The strategic marketing strategy and marketing plan fit combined in that both are important for the success of a consumer good company (Roman, 2004). Without a marketing plan, corporations can become unsure in marketing attempts. The aim of the marketing plan is to support consumer good company reach their goals of marketing. The marketing plan must be a succinct, comprehensible, and carefully planned that serves as a direction through the marketing plan (Kotler, 2008). It must concentrate on the aim of the marketing and the goal to perform that aim.

### **Discussion**

The purpose of marketing plan can appear clear, but through putting it up front and in writing, the consumer good company will stay concentrated on its goal. Several consumer goods companies consider their marketing strategy is about enhanced exposure, obtaining press, writing cool ads, and the like. These are not aims; they are tools (Roman, 2004). The end outcome of any of these is to enhance income. It is of little importance to have a plan if the company lacks either the knowledge or the resources to use it. Because every plan should focus different exclusive considerations, it is not logical to recognise every essential aspect at an important position.

The ten steps of the strategic marketing planning process



## Mission

The philosophy of fast moving consumer good was to make an old world consumer good style situation that attracted it high-end consumers and presented great consumer service (Robert, 2010). With its latest plan fast moving consumer good also prepares to give speciality in-house,

local, and international brands of beer to attract latest sort of consumers on various important events.

### **Business Objectives/Goals**

With respect to the complication facing fast moving consumer good, it must focus for an increase sales income throughout the important events, make budget of marketing and enhance awareness of consumers (Robert, 2010).

### **Marketing Audit**

The fast moving consumer good is a normal product presenting fresh, prepared from scratch menu items in a relaxed environment marking authentic English fare made from high-class, fresh ingredients ready to request of customer (Robert, 2010). It presents modern fast moving consumer good. Normally promotion with flyers and have daily specials. The target market is teens and people in the area especially in different events.

### **SWOT Analysis**

This SWOT analysis captures the important strengths and weaknesses within the fast moving consumer good, and defines the opportunities and threats facing managers of fast moving consumer good.

### **Strengths**

- \* Offerings of excellent and specialized service.
- \* Enthusiastic and well-trained staffs.
- \* Strong connection with corresponding service presenters.

### **Weaknesses**

- \* The focus of a small position of the market that will restrict the possible extent of the market.
- \* The problem of producing visibility and awareness of the good in time of events.
- \* The incapability to quickly scale to achieve large, unanticipated enhances in requirement.

### **Opportunities**

- \* A rising market of consumer goods that are outsourcing activities of event planning.
- \* Being one of the first service presenters focusing on this particular position.
- \* Comparatively low overhead.

### **Threats**

- \* A fall in the market that could have a current impact on service presenters.

\* Future opposition from current service presenters competing in dissimilar but complimentary market.

### **Assumption**

The fast moving consumer goods have been a famous bar in the heart of UK (Kotler, 2008). Currently fast moving consumer goods have observed a drop in its customers due to the increase of consumers in the area. To successfully struggle with this latest danger, the objectives of fast moving consumer good are to attract consumers especially in the times of special events and to give excellent products than that of its latest opponents.

### **Target Market Segment Strategy**

Over the last few years, the company has observed a failing style in sales. Much of this is due to the addition of different brands in the region (Simon, 2008). Several consumers are taking benefit of the production for varieties of fast moving consumer goods. The segmentation of market is separated into the important target markets. The division demonstrates the variations in marketing plan that will be applied to focus every particular market.

\* Middle class, "white collar" people from the downtown area.

\* Weekend and late nighter's partiers.

### **Keys to Success**

To be successful The fast moving consumer good should:

- \* Apply a strong marketing and advertisement campaign to define the current customers and the people of their latest image.

- \* Buy latest equipment of fast moving consumer good.

- \* Keep the services of a famous fast moving consumer good master.

- \* Make image of brand and equity of brand through marketing.

Fast moving consumer good exists in an important aggressive business whose situation makes low income due to the high amounts of stress placed upon opponents from consumers, other rivals, suppliers, products of opponents (Rhonda, 2003). This has made a fragmented business in which no one contestant has important share of market. Consumers have a vast deal of influence and power in this business since virtually there are no switching costs. Moreover, as this pastime is extremely famous, the general importance for life of the consumer is unchanged if they decide to miss following it.

The competition among other companies is particularly strong. This is because a large number of them are there in the area that is comparatively similarly balanced in terms of popularity, resources and size (Simon, 2008). Since growth of business is small, strong moves are there through all opponents to achieve share of market at the cost of others. In this kind of situation, fast moving consumer good tries to cut costs, enhance products and services and cut charges (Rhonda, 2003). This consecutively makes revenge among opponents and guides to lower income.

## **4P Analysis**

**Product:** The main product of fast moving consumer good is the provision of product to the consumers in the regions of operations. The company also deals in different types of products. The company will also offer a range of goods to the consumers. Providing a variety of products besides the fast moving consumer good will enable the company to attract a large number of consumers throughout the regions of operations (Roman, 2004).

**Price:** The prices of the company's services and products will vary according to the category of consumers and their needs. For a family package, the company will provide a varying range of offers which are available to the consumer according to their family size and cost preference.

**Promotion:** Since 2013, company will start a vigorous marketing plan by involving different celebrities into the advertisements of the company featuring on different platforms including electronic and print media. The company will have a specific audio logo created to become a recognition symbol for the brand. Taking advantage of the popularity of football as sports in the European region, the company will be sponsored teams in football leagues including Football League Championship and Scottish Premier League (Simon, 2008).

**Place:** Realizing the popularity of the fast moving consumer good products in later 1990s, company will start a geographical expansion plan. As a result, the company will have its presence in several European places including Germany, Croatia, Austria, Czech Republic, Hungary and many others. The company will also have a strong presence in the markets of United Kingdom and United States.

### **Customers, Cost and Competition**

**Customers:** As stated earlier, a large number of the company's total consumers will consist of those who prefer the fine quality fast moving consumer good, whereas the remaining consumers

will be those who will use the lower end products of the company. The company will focus only on the 24% of the consumers in its marketing strategies (Tim, 2000).

### **Cost**

The company will provide its services to different range of consumers based on their cost preferences. The cost is dependent upon the plans that the consumers prefer which include the following;

- Value (suitable for users preferring lower cost)
- Individual (suitable to the individual needs of every consumer)
- Family (a plan suitable for the entire family)

### **PESTEL Analysis**

Narayanan and Fahey (1986) described that those macro-environmental condition set the compulsory condition in which business perform. The structure of Political, Economic, Social, Technological, Environmental, and Legal (PESTEL) will be applied in order to identify the modifications in the external natural condition that started down turn in the new product' performance (Kim, Han, and Don, 2004).

### **Political**

European Committee allow free flow of business amidst themselves and other nations under overseas trade directions makes trades to their goods over time simpler than before. Competitors

of fast moving consumer good will took benefit of its higher cost structure and bit off some its share of market.

### **Economic**

Opponents of fast moving consumer good will are concentrated in niche markets and aim of consumer which make them to supply a much better contentment of buyer. They support to trade their goods from overseas for cost savings, this detail places company in a cost handicap for a seen "higher quality" (Kim, Han, and Don, 2004).

### **Social**

Idea of consumer in the place of has changed; they manage not sense British goods as of excellent quality. A shift is there in requirement for additional trendy fast moving consumer good. Additionally the cost sensitivity of the most of the buyers will expand departing company in a less comparable position.

### **Technological**

Media done maximum roll of broadcasting latest styles to the customers. This knowledge can be broadcast to the manufacturers and designers, so a constructor in China and Thailand can be cognizant of the give latest style in UK. Technology currently is even additional quickly prepared a model than before. Additionally with pace of transport shipment of supply from a

country in far Asia will only take few days rather than of a previous time period for more than a month.

### **Porters Five Forces Model**

This form was evolved through Michael E. Porter in 1980. This form is utilised to recognise the causes of affray in the retailing business. These forces as recounted as follows:

#### **Bargaining Power of Suppliers**

More than 90 percent of fast moving consumer good suppliers will be British. Company will acquire exactly from a couple of UK suppliers all their supply that they construct which conceived a position where the supplier will reliant on company and vice versa. The difficulty of this set about is that global suppliers made goods on smaller cost. The bargaining power of suppliers is rather reduced when it has intensified buyers. When the sales turned down quickly in late 1990s, company will outsource internationally to decrease its cost alike to its competitors which produced a smaller bargaining power of its suppliers of UK (Khan, 2008).

#### **Bargaining Power of Buyers**

Generally, bargaining power of purchasers is high. Consumers searching academic apparel became cost perceptive and some other ones searching high likeness became latest tendency sensitive. Competitors of fast moving consumer good will are more clients concentrated which

took away its promise consumers. Additionally UK buyers will not eager to yield a premium cost for carrying British brands. Company will misread its goal market, thus a buyer oriented scheme is required rather than merchandise oriented plan (Khan, 2008).

### **Threat of Entrants (Barriers to Entry)**

In the retailing part fast moving consumer good will face an affray both in the higher and smaller finishes of its market. Additionally, Sainsbury and Tesco present their personal high value variety products that were a customary market of the fast moving consumer good.

### **Threat of Substitutes**

The risk of alternates is high. In the fast moving consumer goods retail part after the mid 1990s there has been a large boost of retailers functioning with overseas imports. Customers are arranged to yield a premium for a mark or they can purchase alike goods with smaller price (Keller, 2001).

### **Competitive Rivalry**

Company functions in a very comparable situation. Its opponents are more clients orientated and additional in melody with the desires and the claims of the consumers. Such as on pieces of goods, different companies have subjugated the requirement for young persons and in industry (Keller, 2001).

In UK there are no go out or application obstacles but the market is mature and thus there is no rebound for a latest business, or a business from overseas to arrive and contend in these markets.

In compare company skilled Exit obstacles when under the France regulation they were not allowed to close their France shops and make their workers redundant with only notice of a week.

From the outcome of the SWOT investigation that the trading scheme that is applied through fast moving consumer good, does not cover all the possibilities that are open to the business for example the improvement of online retailing, database trading options. Besides, it does not identify the style the business will advance its trading blend scheme and will advance its market position (William, 2011).

According to Strategic forms, company has reduced market share. Although company is in a mature phase but it's labouring to sustain its share in the comparable market (McGoldrick, 2002). So, it is essential for the enterprise in order to achieve share and dominance of market is to invest in the enterprise and focus on buyer requirements. It has to smaller its charges or spends high allowance in advocating or both.

fast moving consumer good will undertake latest schemes that apply a global positioning; diversifying into dwelling and internet buying and conceiving a department determined to recognising latest enterprise chances. Company will be designed a latest business image. It will be halted utilising its well renowned green carrier sacks and downgraded the one time acclaimed (Rahn, & Moritz, 2011). Ranges of hues will be offered in distinct department. They grouped the shops on the bases of demographic attribute and way of life method. They will be delineated the

scheme for the year, starting with four overarching main concerns, which afresh had the target of going the enterprise nearer to the clientele and conceiving a clientele opposite association.

The investigation of the commerce recognised that the present buyer preferences should be founded on segmentation and mind-set other than age (McGoldrick, 2002).

### **Segmentation**

In sequence for company to be thriving, it is significant to segment the market utilising befitting criteria in alignment to goal accurate segments ex. Age, gender, income etc. Segments must be discernable, considerable, and accessible and related (Kourdi, 2003).

### **Competition**

Presently few other companies are there that present event planning particularly to individuals. They, lean do events that are additional common in extent like parties to reward consumers or staffs, or events to modify the image of company (Simon, 2008). No fast moving consumer good company is there that specializes in event preparation of product release and training events. No company is also there that specializes in wedding and other events. Fast moving consumer good are there that do present this service, but they do not expert in it.

### **Strategy and Implementation**

Plan of fast moving consumer good is to influence its current advantages of area, made customers, and status; and join this with its latest brewery to make an important added service or product knowledge to its current consumers and to increase appeal to attract the beer appeal to company on essential events. The fast moving consumer good look to make a value-added method about events to its establishment and bring in latest consumers to obtain both a higher income than early experienced and enhance general productivity through fresh consumers (Kotler, 2008).

### **Pricing Strategy**

Pricing of items should keep initially reasonable with their opponents. Management does prepare to price their in-house beers rather additional than their other products to demonstrate costs of production. This is general within the business and can make greater income. If fast moving consumer good is capable to get a large number of fresh consumers, then management will think an augment in general prices to demonstrate their recognized exclusive status (Linda, 2008).

### **'A' boards**

'A' boards are a common but excellent style of marketing fast moving consumer good. An 'A' board is a free-standing, double-sided chalkboard that can be put outside company to promote events, products, offers etc. It can be placed to support motorists and pedestrians find, with to promote events and offers (Simon, 2008).

## **Flags**

Not commonly notion of as a style of communicating, flags are extremely excellent for attracting concentration as they flutter in the breeze, and are so excellent for making consciousness. Fast moving consumer good can create excellent implementation of flags to keep the eye of passing motorists and differentiate themselves from their opponents (Romaine, 2011).

## **Menus**

Menus must be apparent, efficiently given, and have mouth watering definitions of the products are giving (Tim, 2000). Different companies present free plan and printing of menus for their consumers and are significance considering. Menus can also be applied to market fast moving consumer good through suggesting that praise the products.

## **Staff Shirts**

Staff must constantly be smartly presented and uniforms of staff are a method of working this. Shirts of employees can also be a style of marketing events and products to their consumers (Simon, 2008). Messages can be demonstrated on the shirts: a common but excellent style of communicating with consumers.

## **Displays**

Survey of fast moving consumer good must be presented as their 'shop window' and is so their major place for marketing their products. Their back area of bar is the ideal place for displays of product. These can be applied to start latest products with high income margins.

### **Websites**

Having personal website made is comparatively cheap and can be a great style of marketing fast moving consumer good. Focus consumers of speak whether a website would be helpful. Having a website can attract latest consumers and be a method of their current consumers keeping up to date with events at company (Keller, 2001).

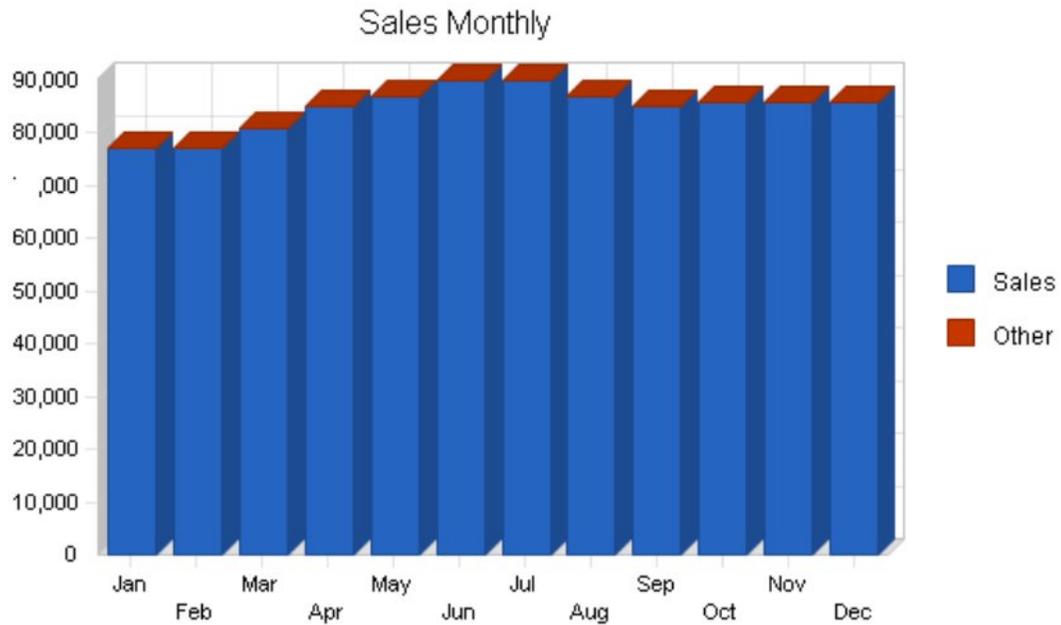
### **Public Relations to Achieve Coverage of Media**

Public relations, or PR as it is identified, are excellent styles of promotion. It must be at the top of list of methods to market fast moving consumer good. It is small applied through licensees only because most of them consider it is additional difficult than it in fact is. PR performed excellent can produce media coverage free, which would cost company a similar of thousands or hundreds of pounds in paid marketing.

### **Expected Result**

### **Sales Forecast**

These tables and illustrations demonstrate current sales forecast.



(William, 2011)

### **Important Assumptions**

Financial Plan of fast moving consumer good depends on different essential theories - most of which are demonstrated in the following table.

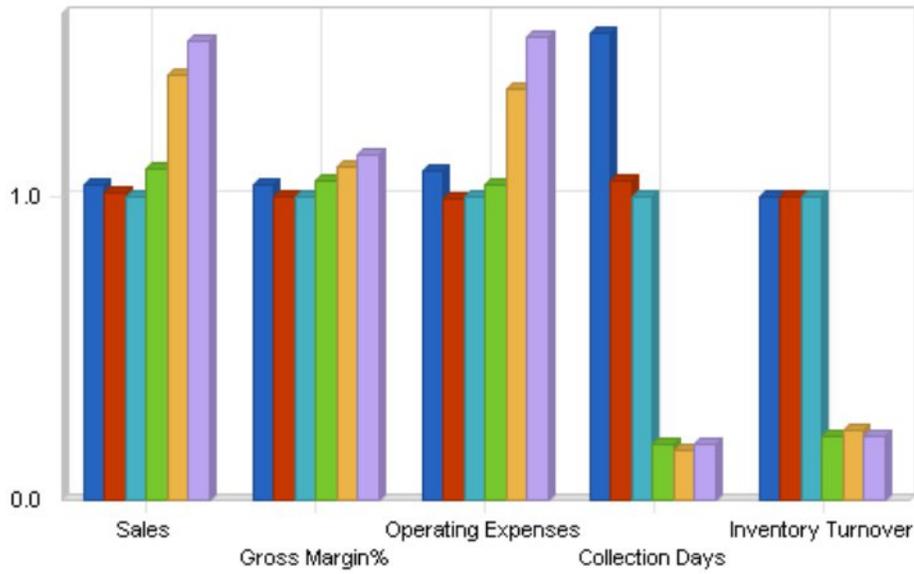
The important assumptions are:

- \* Enough access to capital.
- \* Stable economy without an important depression.
- \* No unexpected radical customer changes.

### **Important Financial Indicators**

\* Keeping normal collection days at 30 days or below is very compulsory as this could become an important cause of cash flow troubles for the first year.

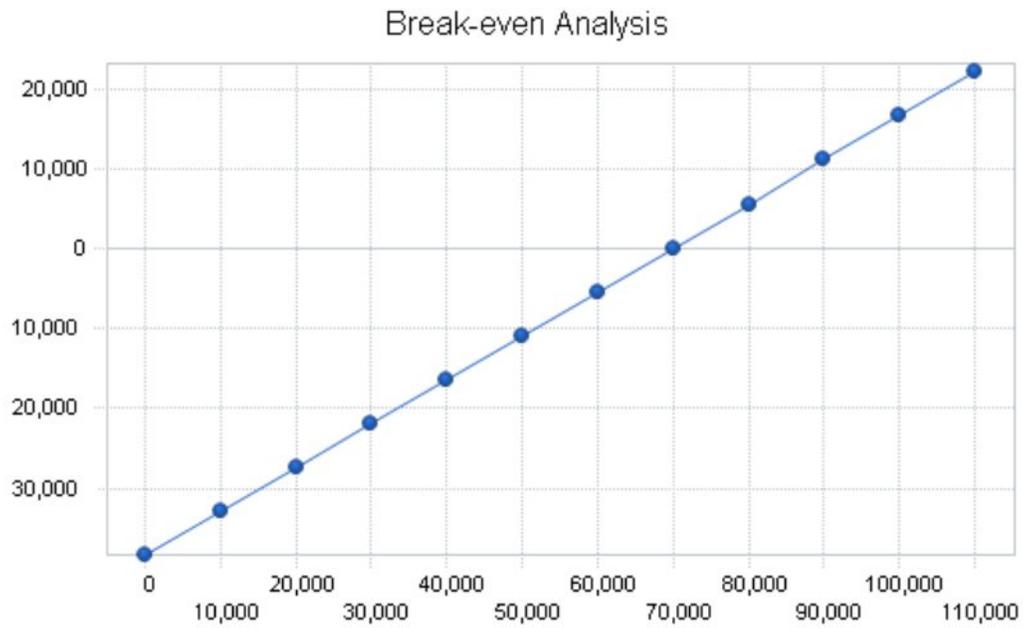
\* Gross income should keep above 45%.



(William, 2011)

### Break-even Analysis

The Break-even Analysis table and chart explain that if the costs keep at the current, or comparatively even, level fast moving consumer good will be capable to make an enhanced income through the next year (Rhonda, 2003). The point of break-even is about £70,000 monthly.



(William, 2011)

### **Projected Profit and Loss**

This table demonstrates expectations of fast moving consumer good for Profit and Loss. The company will start to create an excellent income in its next year of operation.

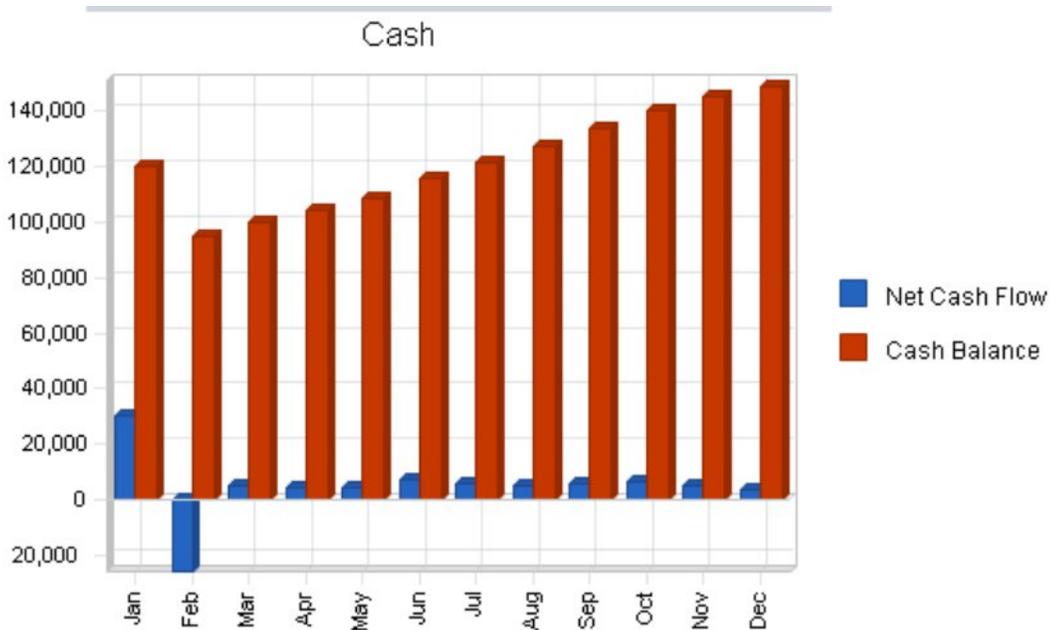
**Pro Forma Profit and Loss**

	2003	2004	2005
Sales	1,017,000	1,307,000	1,410,000
Direct Cost of Sales	457,650	562,010	578,100
Other	33,000	38,000	43,000
Total Cost of Sales	490,650	600,010	621,100
Gross Margin	526,350	706,990	788,900
Gross Margin %	51.76%	54.09%	55.95%
Expenses			
Payroll	202,800	317,000	353,000
Sales and Marketing and Other Expenses	70,925	82,900	102,000
Depreciation	36,000	40,000	45,000
Utilities	18,000	18,000	20,000
Insurance	18,000	21,000	23,000
Rent	72,000	77,000	80,000
Other	18,000	6,300	10,000
Payroll Taxes	24,336	38,040	42,360
Other	0	0	0
Total Operating Expenses	460,061	600,240	575,360
Profit Before Interest and Taxes	66,289	106,750	113,540
EBITDA	102,289	146,750	158,540
Interest Expense	39,000	37,500	32,250
Taxes Incurred	6,643	17,313	20,661
Net Profit	20,646	51,938	60,629
Net Profit/Sales	2.03%	3.97%	4.30%

(William, 2011)

**Proposed Cash Flow**

This table and chart demonstrate the proposed Cash Flow for fast moving consumer good.



(William, 2011)

### Alternative Plans and Mix

Markets modify and many modify rapidly. Tastes of consumers, technology, and latest products of opponents are some of the motives for these modifications (Linda, 2008). If the level applied through a brand is excellent, if it was the first to define the status and the position is being repeatedly reinforced with simple and apparent messages, then there can be some requirement to change the level actually applied. fast moving consumer good needs to be prepared and ready to move their brands as the comparative positions occupied through brands, in customer's minds, will be confronted and moved around on a common basis. Repositioning is complicated to achieve, normally because of the fixed views and approaches held through buyers towards products and the vast (media) resources needed to establish the modifications. Moving is important task that turns around the product and the method it is communicated. Four important styles are there to approach moving a service or product (McLaughlin, 1997).

- Modify the style a product is transferred to the real market
- Modify the target market and present the similar product
- Modify the tangible features and then communicate the latest product to the similar market
- Modify both the target market and the product

In deciding approaches of communication, it is essential to apply different systems as can be performed successfully. Different methods will reach a wider audience, and many customers will be influenced through different methods. The funding in promotion is a bet on upcoming income.

### **Budget**

The Qualitative aims for the fast moving consumer good are to make a budget for marketing. This has to be the major aim of the company; money requires being due every year for a promotion budget. Company must identify how much money they can use every year to improve company. Development will be encouraged though a long-term loan of £390,000 for the suggested development and investment of owner. This will maintain early development manageable and slow, and will permit the company to have full command over the company (Linda, 2008).

### **Implementation Program**

Fast moving consumer good plans to promote its latest product through magazine and newspaper articles, concentrating mostly on amusement and lifestyle publications. Moreover the company

will run commercials in domestic journals and prepares to raise billboard promotions. Early information with other companies define that radio is a particularly helpful tool to this business and management programmes to run commercials with three of the local radio stations most listened to through young experts aged 25-40 (Linda, 2008). To make sure the highest competence from this marketing, company has engaged the services of a marketing consulting company. Articles and ads are planned to start about one month after the operation starts.

### **Ethics and Environment**

Company has a clear policy towards the business ethics and its environment. The company takes every possible step to ensure its business conduct is on ethical grounds and social friendly. The company takes into consideration the social as well business ethical standards before designing a marketing strategy. The company provides equal opportunities to all the applicants applying to join the company. The company also considers its duties towards the protection of the internal as well as environment. The company ensures its business has no or minimum impact on the environment.

### **Conclusion**

The process of evaluation at the end of the first quarter will be constant during the year; this can support administration of fast moving consumer good to keep track of the success of those marketing strategies connected with this plan. Accounting record is helpful for manager to match the return outcomes from a marketing plan with the cost connected to it; so assessment for every plan can be prepared to remove those unsuccessful methods of promotion. Conversely, the feedback of survey gathered from the consumers or the surrounding people in the region is an

important knowledge for fast moving consumer good to get the level of the contentment for its focus market and to understand whether their consciousness has been increase through the marketing plan or not. Many plans must be constant over the year depends on their success that manager assessed each quarter.

Considering the above analysis, it is evident that the company has an opportunity to impart a change in its marketing strategy and get advantage of the increasing popularity of the industry to enhance its revenue and grow by 10% of annual basis. In order to do so, the company needs to realize the fact that it is currently lacking behind in dealing with the consumers preferring to use the lower end products. The company's marketing strategies have been focusing on the limited consumer range of products while almost completely ignoring the others. The following marketing strategy would help the company to increase its business in the coming period;

- Research the Market – Through research the company can identify the current loop holes and the new sections to aim for in the coming marketing campaigns.
- Understand the Environment – Through understanding the environment that includes the consumers preferences, trends, rival marketing strategies and opportunities in the market, the company devise a better marketing plan,
- Implement an Integrated Marketing Strategy – Based on the date obtained above, the company would be in a position to create an integrated marketing strategy that would focus equally on all the consumers and services offered by the company.

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