



Marketing Management



Hussain Al Awami, B.Sc. Pharm., M.Sc., MBA





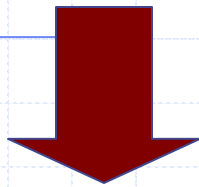
Developing Marketing Strategies and Plans



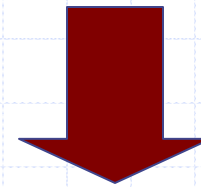
Chapter 2



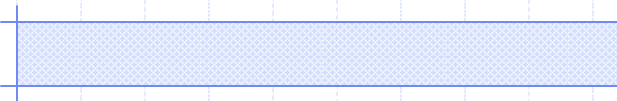
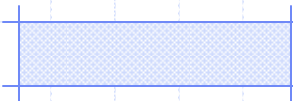
The value delivery process



Traditional view of marketing

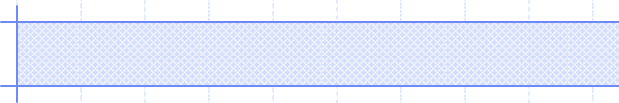


Marketing starts in the beginning of the process



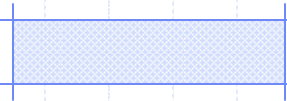
Japanese concepts

- 0 customer feedback time
- 0 product improvement time
- 0 purchasing time
- 0 setup time
- 0 defects



The value chain

diagram

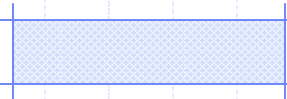


Core competences

- Resources are controlled by the company
- Outsource many of the activities
- Invest in essence of the business activities

Holistic marketing orientation and customer value

- diagram

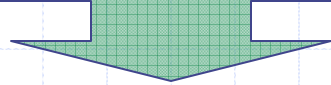


Central role of strategic planning

- Customer value
- Creating customer value
- Delivering customer value
- Capturing customer value
- Sustaining customer value

Marketing plan

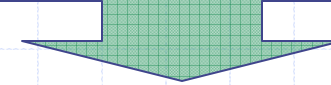
Strategic marketing plan



Target markets

Value proposition

Tactical marketing plan



Product features

Promotion

Merchandizing

Pricing

Sales channels

Service

Corporate and division strategic planning



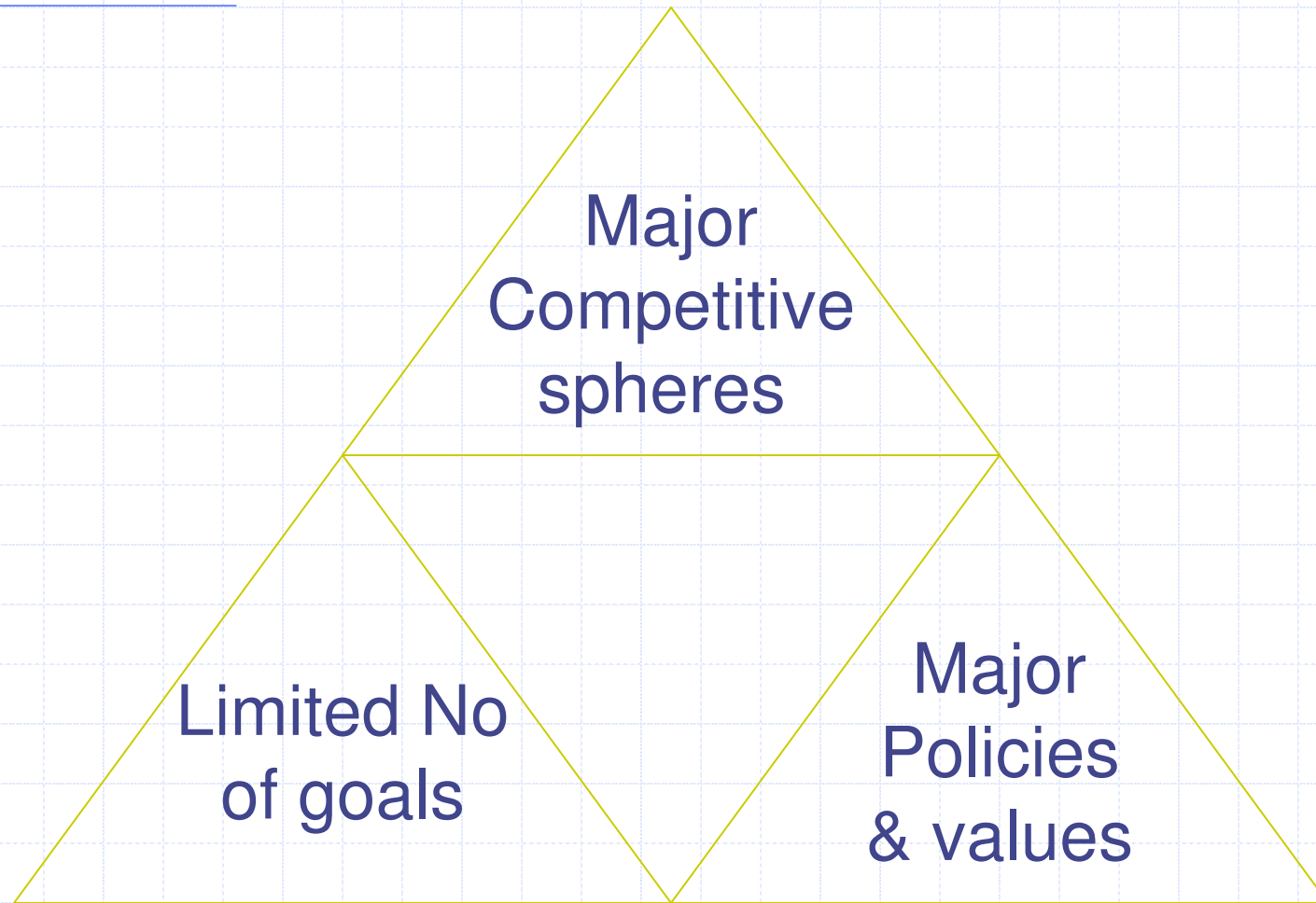
Defining corporate mission

- Organizations exists to do something
- Specific mission usually clear initially
- May change overtime

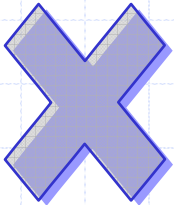
Questions to define mission

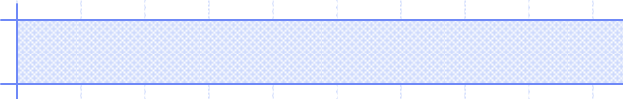
- What is our business?
- Who is the customer?
- What is the value to our customer?
- What will our business be?
- What should our business be?

Criteria for good mission



Defining the business

- Definition based on product 
- Definition based on needs that satisfy 



Characteristics of SBU

