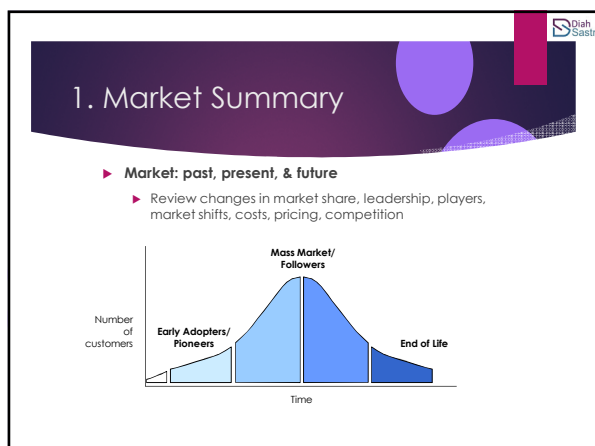




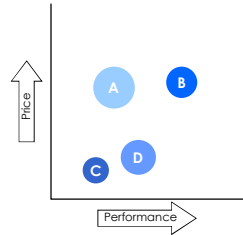
Management Philosophies		
	<i>Production Concept</i>	<i>Marketing Concept</i>
<i>Starting Point</i>	Product	Market
<i>Focus</i>	Product Quality and Features	Customer needs
<i>Means</i>	Improving production & distribution efficiency	Integrated Marketing
<i>Ends</i>	Profits through sales volume	Profits through customer satisfaction



## 3. Competition Analysis

### ► The competitive landscape

- Provide an overview of product competitors, their strengths and weaknesses
- Position each competitor's product against new product



## 4. Positioning Strategies

### Positioning of product or service

- Statement that distinctly defines the product in its market and against its competition over time

### Consumer promise

- Statement summarizing the benefit of the product or service to the consumer

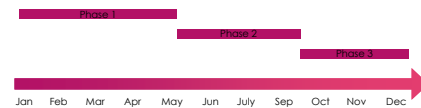
## 5. Communication Strategies

- Messaging by audience
- Target consumer demographics



## Communication Strategies

- Launch plan
  - If product is being announced
- Promotion budget
  - Supply back-up material with detailed budget information for review



## Public Relations

- Strategy & execution
  - PR strategies
  - PR plan highlights
  - Have back-up PR plan, including editorial calendars, speaking engagements, conference schedules, etc.

## Advertising



- Strategy & execution
  - Overview of strategy
  - Overview of media & timing
  - Overview of ad spending

## Other Promotion

- ▶ **Direct marketing**
  - ▶ Overview of strategy, vehicles & timing
  - ▶ Overview of response targets, goals & budget
- ▶ **Third-party marketing**
  - ▶ Co-marketing arrangements with other companies
- ▶ **Marketing programs**
  - ▶ Other promotional programs



## 6. Pricing

- ▶ **Pricing**
  - ▶ Summarize specific pricing or pricing strategies
  - ▶ Compare to similar products / service (competitor)
- ▶ **Policies**
  - ▶ Summarize policy relevant to understanding key pricing issues



## 7. Distribution

- ▶ **Distribution strategy**
- ▶ **Channels of distribution**
  - ▶ Summarize channels of distribution
- ▶ **Distribution by channel**
  - ▶ Show plan of what percent share of distribution will be contributed by each channel -- a pie chart might be helpful

## Vertical Markets/Segments

- ▶ **Vertical market opportunities**
  - ▶ Discuss specific market segment opportunities
  - ▶ Address distribution strategies for those markets or segments
  - ▶ Address use of third-party partner role in distribution to vertical markets

## International

- ▶ **International distribution**
  - ▶ Address distribution strategies
  - ▶ Discuss issues specific to international distribution
- ▶ **International pricing strategy**
- ▶ **Localization issues**
  - ▶ Highlight requirements for local product variations

## 8. Success Metrics

- ▶ **First year goals**
- ▶ **Additional year goals**
- ▶ **Measures of success/failure**
- ▶ **Requirements for success**



