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**MARKETING PLANE
FIRST PART
SITUATIONAL ANALYSIS**



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Marketing plan steps

- ❖ What is planning?
- ❖ Why marketing plan important?
- ❖ What are the other marketing sciences related to this course?
- ❖ What are marketing plan steps?
- ❖ How to identify each step? And how to apply?
- ❖ How we conduct the analysis?
- ❖ Why analysis is crucial?

What is planning?

Simply speaking it refers to any thing I intend to do in the future and setting steps and system to accomplish it in exact time.

Or It is a way of achieving something.

“shopping is the simplest example of plans”

Why marketing plan important?

- ✓ Marketing plan consider the base that marketers depend on to achieve their work.
- ✓ Through the analysis we can set the right objectives and strategies.
- ✓ Illustrating the shape of the market, competition, customers, potential opportunities & threats and position of the org.

Other marketing sciences

There are many other related marketing sciences used by marketers to set the marketing plan like:

- ❖ Market research
- ❖ Consumer behavior
- ❖ Distribution channels
- ❖ Integrated marketing communication (IMC)
- ❖ International marketing.
- ❖ Advanced marketing

What are marketing plan steps?

- ☐ Introduction.
- ☐ Executive summery.
- ☐ Situational analysis.
- ☐ Objectives.
- ☐ Strategies.
- ☐ STP.
- ☐ Marketing mix.

Introduction

Giving a brief about the organization that produce the product like its history, date of origin, its activities and its portfolio, number of branches ,mission, vision, competitive advantages.....

Also giving small idea about the product it self like its shape, test, smell, different flavors, color.....



Executive summery

Giving overview about the marketing plan that summarizing all steps in a few minutes to offer it to any body who concern with. whether marketing manager or any of top management to take the approval to start the implementation process.

Actually it is done as the last step but its position in the plan comes the follower of the introduction.



Situational analysis

- I. any plan must start with situational analysis.
- II. Covering current situation not future.
- III. It is consider the body of the plan.
- IV. It covers 4 areas of analysis which are:
 - SWOT analysis
 - PESTEL analysis
 - Market analysis
 - competitive analysis

SWOT analysis

Any organization consists of 3 environments :

- Internal environment (organizational environment)
- Micro environment (industrial environment)
- Macro environment (societal environment)



SWOT analysis



➤ Strengths

A particular skill or distinctive competence which organization possesses & will aid in achieving its stated goals.

Simply S refers to any thing internally make augmentation or +effect on the company performance.

➤ Weaknesses

Any aspect of the company that may hinder the achievement of stated goals. Simply W refers to any thing internally has –effect on the company performance.

➤ Opportunities

Any feature that creates advantageous conditions to the firm in relation to a particular objective or set of them.

➤ Threats

Any environmental development which present problems & may hinder the achievement of org. objectives.

Strengths & Weaknesses

Strength ➤

covering the org. strengths points in 3 areas which are:

employees

S1:

S2:

company

S3:

S4:

S5:

product

S6:

S7:



Weakness ➤

covering the org. Weaknesses points in 3 areas which are:

employees

W1:

W2:

W3:

company

W4:

W5:

product

W6:

W7:

W8:



Strengths & Weaknesses

Examples of Strength & Weakness

- ⇒ Well trained employees.
- ⇒ Limited no. of employees.
- ⇒ Limited resources.
- ⇒ Strong financial position.
- ⇒ Weak R&D capacities.
- ⇒ Good reputation.
- ⇒ High quality products.
- ⇒ Professionally marketing activities.
- ⇒ Good image among customers.



Opportunities & Threats

What are differences between micro
& macro environments?

Task environment:

- ↪ **Specific factors not affecting me & my competitor by the same way.**
- ↪ **Within the organization control so it can change".**
- ↪ **Deal with short term.**
- ↪ **Its factors are customers, supplier, competitors, share holders, interest groups and generally stock holders.**

Mega environment:

- ↪ **General factors affecting me & my competitor by the same way.**
- ↪ **Beyond the organization control so it should deal with it as is "can't change".**
- ↪ **Deal with long term.**
- ↪ **Its factors are PESTEL factors.**

Opportunities & Threats cont.,

Why we should scan those 2 environments?

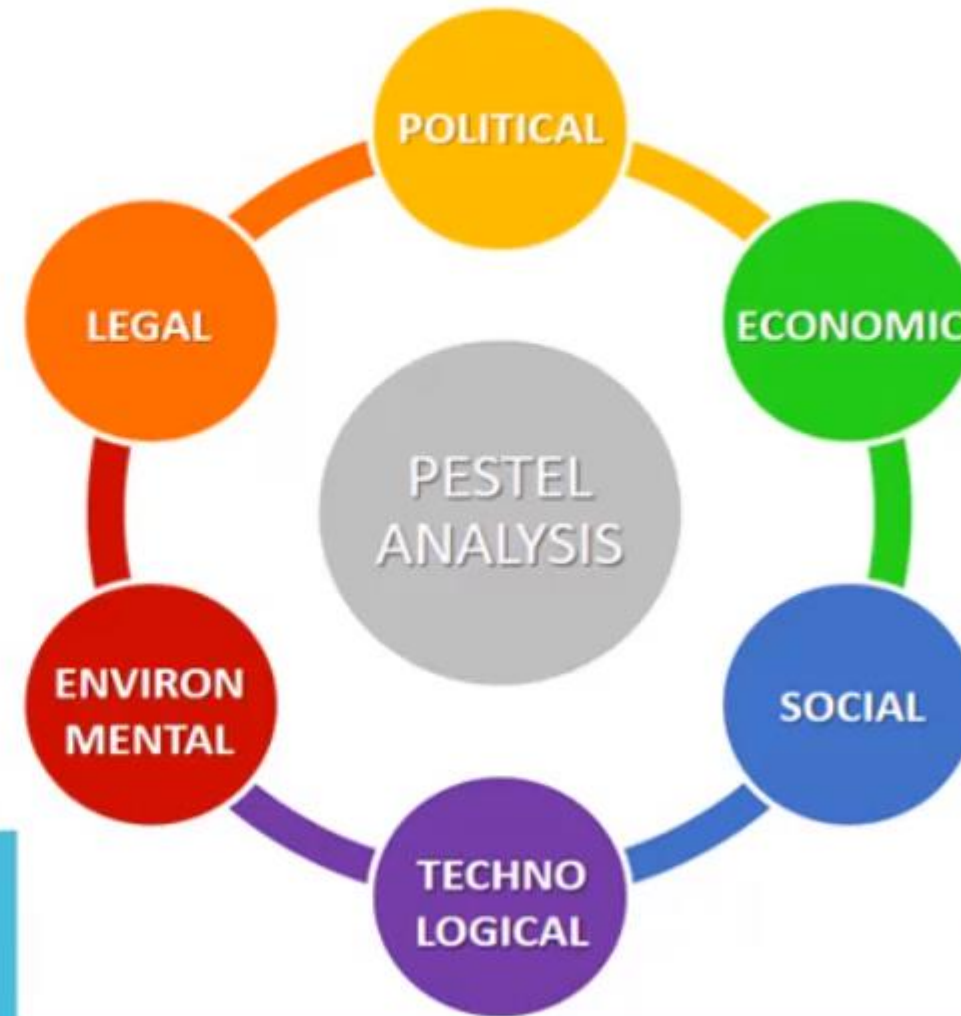
We should investigate those 2 layers in order to extract all potential opportunities and threats.

From where any org. gains its opportunities and threats?



PESTEL Factors

- ❖ Political factors
- ❖ Economic factors
- ❖ Socio-cultural factors
- ❖ Technological factors
- ❖ Ecological factors
- ❖ Legal factors



Political Factors

- ❖ **Taxation policy**
indirect tax
- ❖ **Government policy**
stability
- ❖ **Pressure group**
with or against

Economic Factors

❖ GDP, GNP and Per Capita

Table for at least last 3 years for all.

http://www.studentsoftheworld.info/pageinfo_pays.php3?Pays=EGY&Opt=economy

❖ GDP growth rate

Table for at least last 3 years.

	2017	2016	2015
GDP growth rate in egypt	7.2%	4.6%	1.8%

❖ inflation

Table for at least last 3 years for general inflation rate and product inflation rate.

❖ Unemployment rate

Table for at least last 3 years of unemployment rate.

	2017	2016	2015
Unemployment Rate	60%	52%	44%

Socio-cultural Factors

❖ **social class**

Amount of annual income for the targeted segments.

Percentage of target segments over total population.

Number of this percentage.

Table for target segments.

❖ **cultural**

Habits of people related to the product
weather against or with the product.

Language
Religion
Superstitions
Etiquette
Customs
Traditions
Notion of time

Technological Factors

- ❖ New discoveries and innovations whether done by me or competitors.
- ❖ Speed of technology transfer
- ❖ Rates of obsolescence
- ❖ Internet
- ❖ Information technology

Ecological Factors

- ❖ **Not common because it most related to the industries that harm or save the environment.**
- ❖ **Mention to any thing has + or – effect on environment whether done by me or by competitors.**

EXAMPLES:

Samsung uses packing for its products from recycles to save environment. So...If I'm Nokia or Samsung I have to mention that packing from recycles

Legal Factors

- ❖ Legal factors are very important factors but according to diversity in products there is also diversity in laws.
- ❖ We need to mention only to laws that related to our products.
- ❖ The most famous laws are:
 - ☐ Customer protection law.
 - ☐ Competition protection law.
 - ☐ Contract law.

COMPETITIVE ANALYSIS

Product Name	Company Name	Market Share	Main Competitive Advantage
Bey ti	Beyti for food industries	20%	Better taste Distribution force
Caesar	Abu Ijadayel Beverages Inc.	5%	A Big variety of flavors Premium quality
Rani	Aujan Industries	9%	Whole fruit pieces Low Price
Greenland	Green land group for Food Industries	3%	Low price
Faragello	Faragalla group	6%	Low price

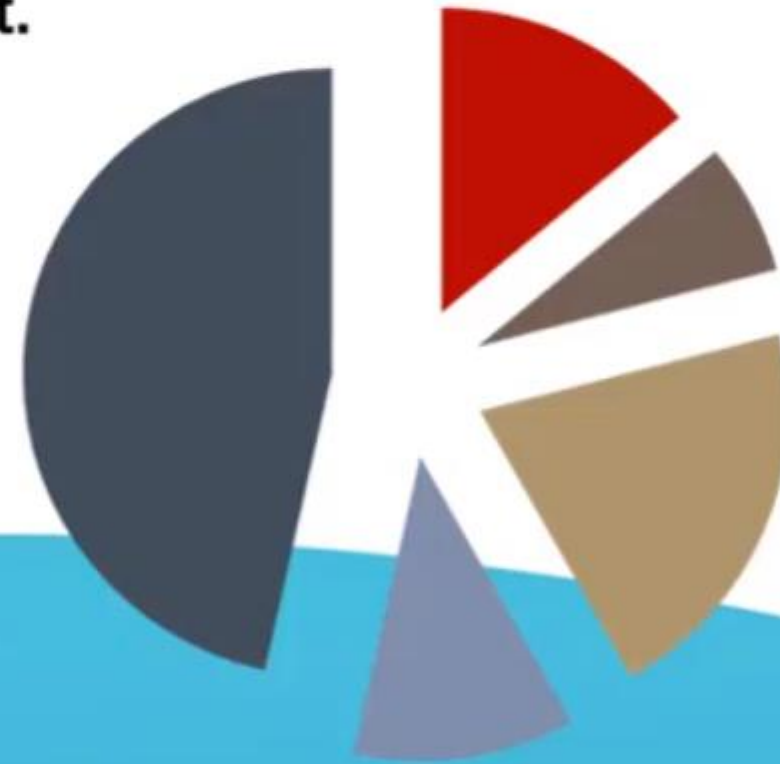
Competitive Analysis

Just a table with the following data:

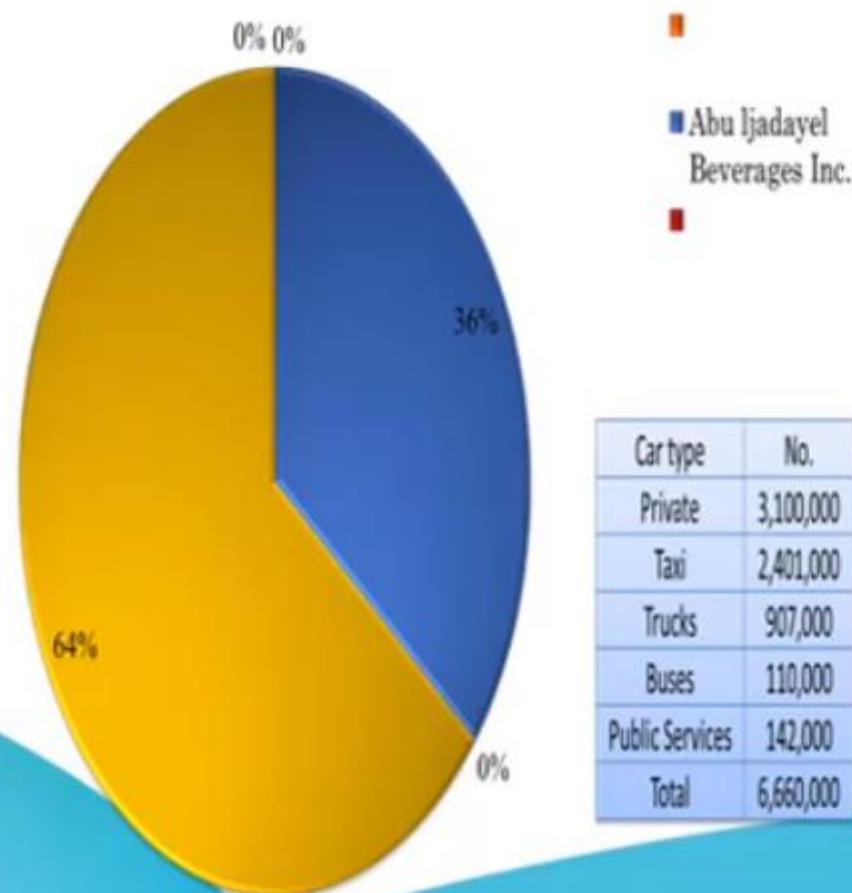
- ❖ The name of the competitor “name of the org.”.
- ❖ The name of the competitor’s product that competing my product.
- ❖ The “USP” of the competitor’s product.

Shall I put my self in this table???

Shall I put all my competitors in this table?



MARKET ANALYSIS



Region	Population	No. of cars per region
Greater Cairo	12,526,423	2,700,000
Alexandria	4,388,219	540,000
Delta region	38,784,956	1,870,000
Upper Egypt	27,300,402	1,550,000
Total	83,000,000	6,660,000

Market Analysis

Just a table with the following data:

- ❖ **Size of the market in “exact industry”**
- ❖ **Growth rate in this industry.**
- ❖ **New trends in this industry.**

Notes about analysis

- ❖ I have to mention any thing related to my product that help me to take a decision whether done by me, government, competitor or customers.
- ❖ Much better to support analysis tables with charts.
- ❖ Some times overlapping appeared in SWOT & PESTEL as we investigate opportunities and threats so...there is no need to duplicate.
- ❖ The most famous sites you can depend on to get info.
Are:

https://www.cia.gov/library/publications/resources/the-world-factbook/geos/print_eg.html

<http://data.worldbank.org/topic/social-development?locations=ID-EG>

Why analysis is crucial?

- ❖ I can identify my strengths to catch the potential opportunities or avoid potential threats.
- ❖ I can set my right objectives and strategies.