Marketing Planning Process

MISSION STATEMENT

MACRO-ENVIRONMENT
Political, Economic, Socio-cultural and Technological (PEST)

SITUATIONAL ANALYSIS

COMPANY AUDIT
Audits of all major company functions - Marketing, Finance, HRM, Production, Distribution

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS ANALYSIS (SWOT)

MARKETING OBJECTIVES

FORECAST MARKET POTENTIAL

GENERATE MARKETING STRATEGIES

ASSUMPTIONS AND CONTINGENCY PLANS

PREPARE DETAILED MARKETING MIX PROGRAMS

BUDGET RESOURCES INCLUDING STAFFING

AGREE TIMELINES

IMPLEMENT THE PLAN

MEASURE AND CONTROL

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