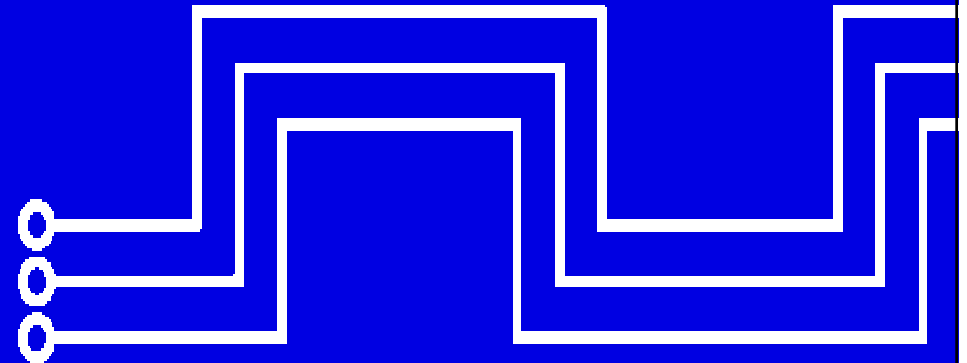


Marketing management

Leonard Wallezký
2021



Course evaluation

On previous presentation

Motivation

- Why do we need marketing?
- Why IT should cooperate and understand marketing?

Marketing of services basic

- Diversity between goods and services
- Why are services more important than goods (or are not?)
- Tangibility spectrum

Marketing management

Analysis

- What we are going to sell?
- Who are our customers?
- How can we characterize our production?

Planning

- What information do we need?
- How to schedule our actions?

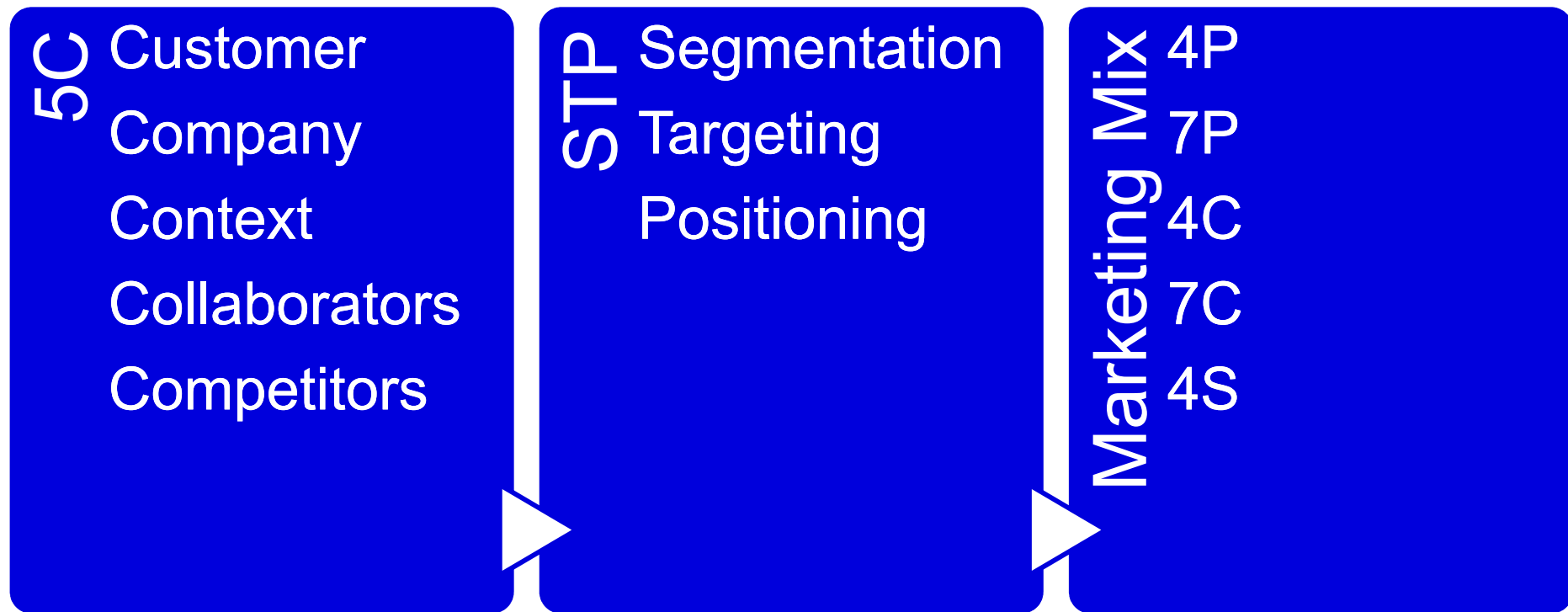
Implementation

- Acting according the plan

Control

- *What can we do better next time?*

Marketing framework



Situation Analysis

Customer

- Who is our typical customer?
- Whom are our products designed for?
- What value do we bring to the customer?

Company

- What is our company background?
- What is our position on the market?
- How do we manage the company processes?

Context

- What are political conditions?
- Are there any economical issues?
- What is level of technological development?

Collaborators

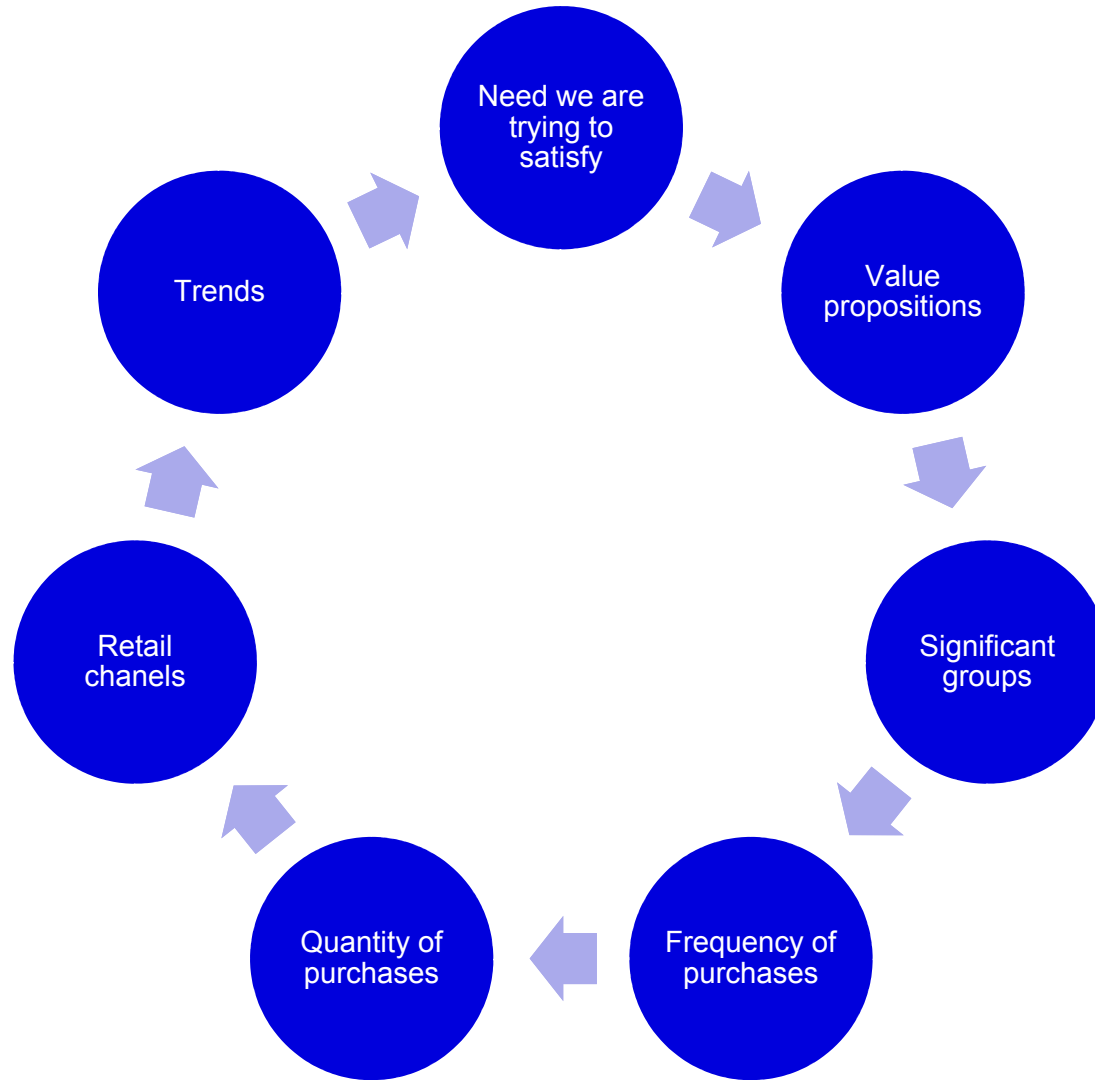
- Whom do we need to finalize our production?
- Are there any unreplaceable companies?
- What do we expect from our partners?

Competitors

- Do we know our competitors?
- What is the highest danger?
- How do we map the whole market?



Customer



Company

Strengths

- innovative products, expertise and procedures

Weaknesses

- lack of knowledgeable technical support or average product quality

Opportunities

- a new international market or a market led by a weak competitor

Threats

- a new competitor or price war

Are we able to meet customer's needs?

SWOT analysis

Context

PESTE analysis

Social

- The level of society, social state

Technics and technological

- Technological development, computer skills

Economics

- Tax rate, interest rate, wage level

Political and law

- Stability, corruption, law enforcement

Ecological

- Attitude to environment

Collaborators

Distributors

Suppliers

Employees

Experts

Stakeholders

- Are there any key partners?
- Unique technology
- Supply dependency

Competitors

Are there active competitors?

Or do we identify any threat?

What are competitive products exactly?

What are their features?

What are their strengths and weaknesses?

Boston Consulting Group matrix

Portfolio Assessment Tool

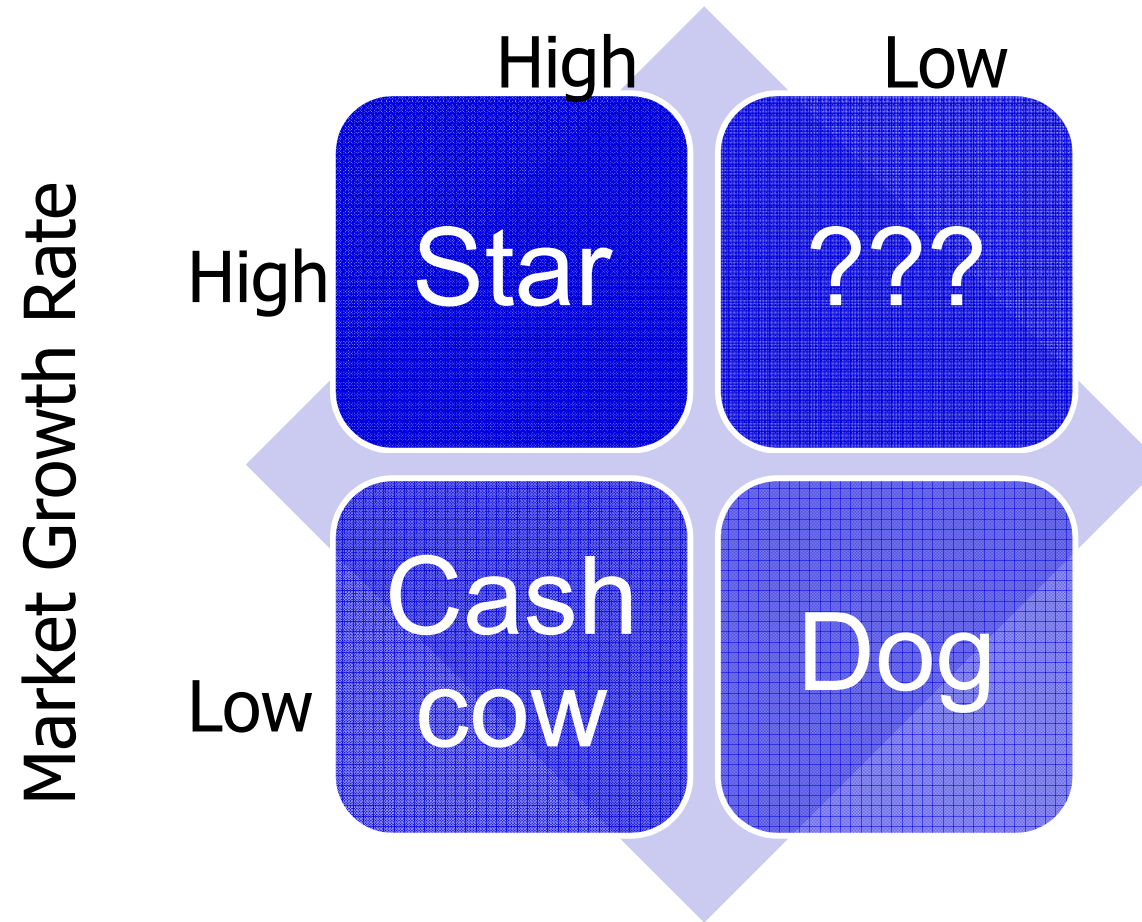
Brands or products are classified according to whether each has a strong or weak market share and slow or growing market

Helps us to formulate marketing strategy

Very easy to use in any other cases

Boston matrix

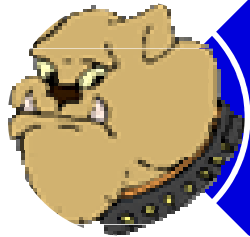
Relative Market share



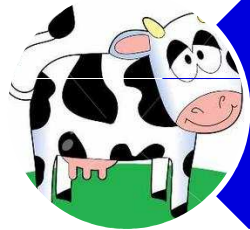
What strategy do we choose?



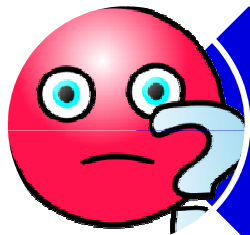
optimize or hold



minimize or divest



milk



unknown

Company

Marketing strategy is the link between corporate goals and operational tactics

There are two primary considerations in marketing strategy

- Where are we?
- Where do we want to go?

To see

- Mission
- Vision

Mission

Indicates the benefits for customers, suppliers, employees

Offers products and services to satisfy needs of the subjects

Appeals to wider customer groups

Attracts attention rather than explain usefulness exactly

Mission Examples

Google

- to organize the world's information and make it universally accessible and useful.

Kofola

- Kofola's mission is to enthusiastically create an attractive brand of beverages, which will offer consumers a functional and emotional value that they become an important part of their lives.

Vision

Answers the question: What the business and company will look like in a distant future?

Reflects feelings and ideas of leaders
(emotional perspective)

Includes measurable parameters and its values indicating achievement of vision
(rational perspective)



Vision Examples

Google

- to develop a perfect search engine.

Kofola

- Kofola group's vision to be the preferred choice for customers, employees and shareholders. By 2012 we want to be an overall "number two" in the soft drinks market in the Czech Republic, Slovak Republic and Poland. In each of these countries, our goal is to have in the segments of cola drinks and water brands that will be 1 or 2 place in these segments. In other categories to be imaginary third place.

Corporate Identity

Corporate philosophy

- What is the company's typical philosophy toward the marketplace
- Complexity
- Originality and uniqueness
- Stability
- Synergy among collaborators and employees
- Prestige

Company concepts

- Design
- Communication
- Culture

Company Image

How do we evaluate?

Analysis is
not static

How do we
know we are
right?

How to set
key factors?

What factors
can help
us?

Marketing Metrics

Profitability

Sales

Share

Average prices

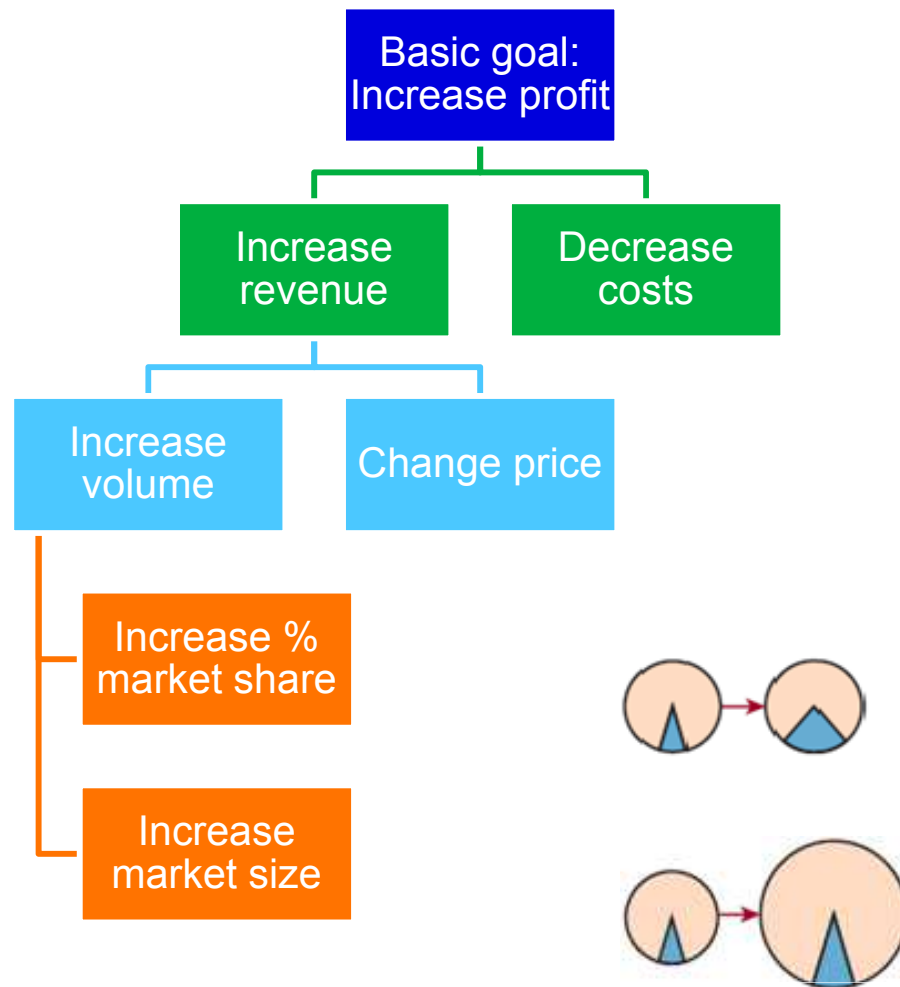
Levels of awareness

Penetration in trial

Customer satisfaction

Employee satisfaction, etc.

Example: How to increase profitability

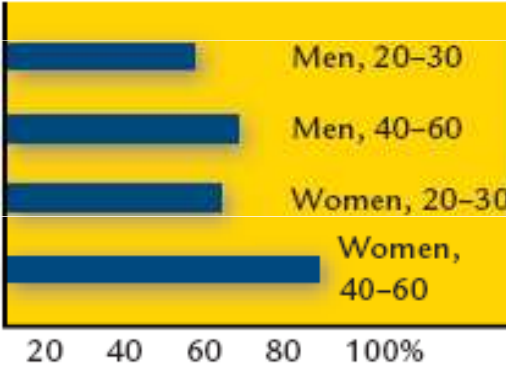


Example: Metrics

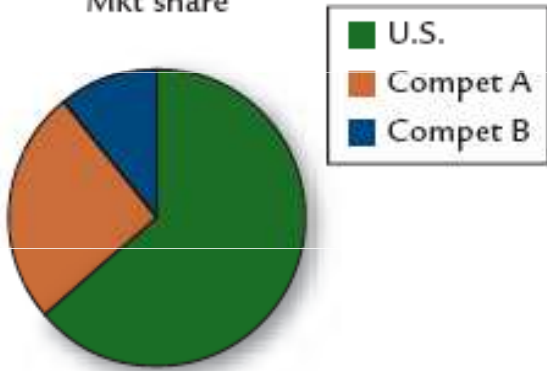
Avg revenue per customer



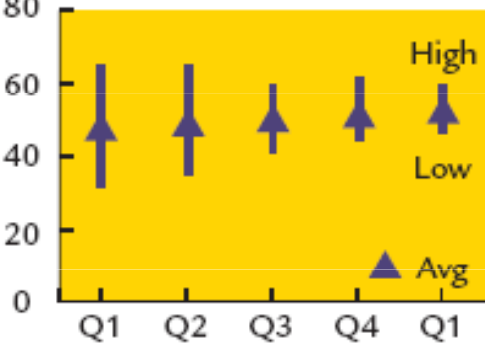
Loyalty per customer segment



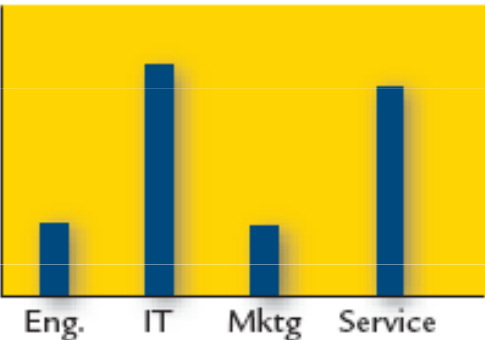
Mkt share



Customer satisfaction CIs



Employee turnover per dept.



Conclusion

5C Analysis

Boston metrics

Corporate identity

Basic of metrics