

Strategic Marketing Planning

M.COM PART-1

PAPER-VII

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What is Strategic Planning?

- It is the managerial process that helps to develop a strategic and viable fit between the firm's objectives, skills, resources with the market opportunities available. It helps the firm deliver its targeted profits and growth through its businesses and products.

How to go about it?

- Defining the corporate mission
- Establishing SBUs
- Allocating resources for SBUs
- Planning for new business

Corporate Mission

- This seeks to embody the entire goals of the organization and the objective of its existence.
- It seeks to provide a sense of purpose, direction and opportunity

5 questions that the firm must ask itself

- What is our business?
- Who is our customer?
- What does our customer need?
- What will our business be?
- What should our business be?

Marketing Myopia

- Industry is a customer satisfying process not a goods producing process.
- It is important therefore how you redefine your business.

Good mission statements have three characteristics

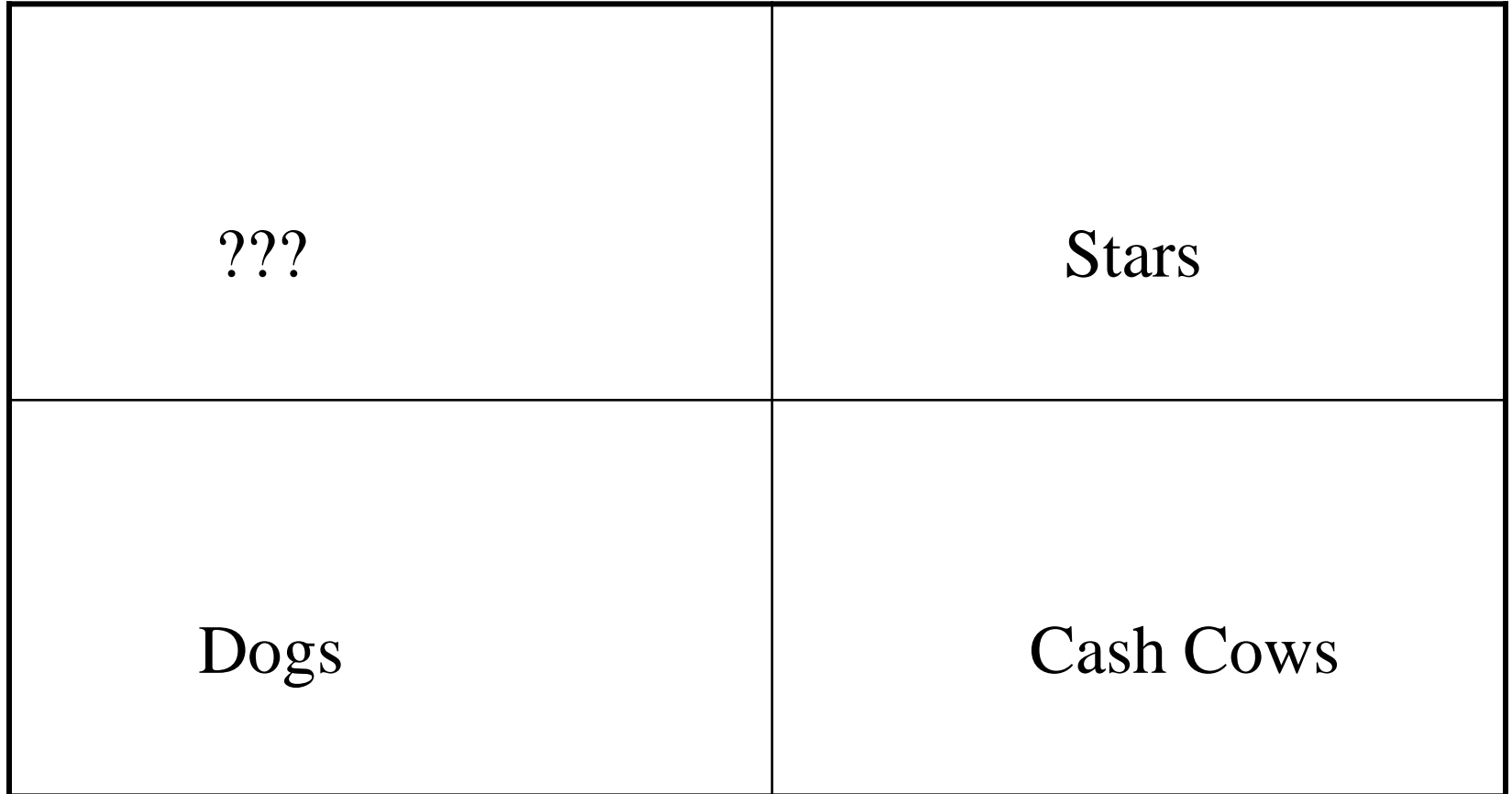
- They focus on a limited number of goals
- It stresses the major values and policies the firm desires
- It defines the major competitive scope of operation

SBU

- It is a company within a company
- The business is differentiated from the rest of the company
- It has its own set of competitors
- It is a separate profit centre

The BCG Matrix

Mkt growth



Mkt Share

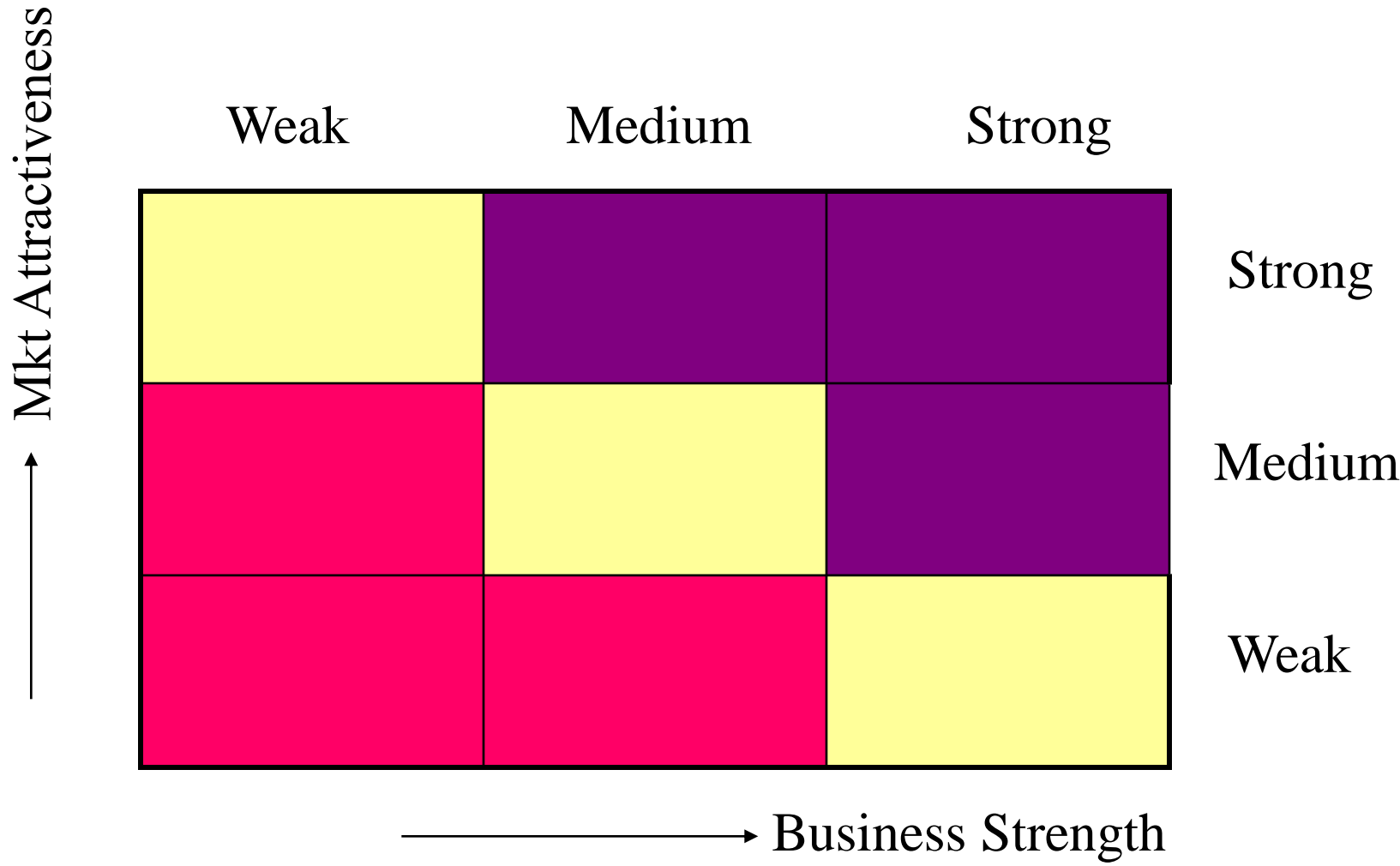
SBU strategies

- Build
- Hold
- Harvest
- Divest

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

The GE Model



Ansoff's Product-Market Grid

Current products

New products

Current Mkts

Mkt penetration
strategy

Product development
strategy

New Mkts

Mkt development
strategy

Diversification
strategy

	Current products	New products
Current Mkts	Mkt penetration strategy	Product development strategy
New Mkts	Mkt development strategy	Diversification strategy

The Planning Process

- Analysing Market opportunities
- Developing Marketing strategies
- Planning Marketing Programs
- Managing the Marketing Effort

Porter's Generic Strategies

- Overall cost leadership
- Product Differentiator
- Focus

Marketing Control

- Annual Plan control
- Profitability control
- Strategic Control