

Marketing Plan

Brand Vision: To be the first 'healthy cookie' to generate the craving, popularity and sales of a mainstream cookie. \$100 Million brand by 2024

Analysis	Issues and Strategies	Executional Plans
<p>P&L forecast</p> <ul style="list-style-type: none"> Sales: \$30,385 Gross Margin: \$17,148 GM %: 56% Marketing Budget: \$8,850 Contribution Margin: \$6,949 CM%: 23% <p>Drivers</p> <ul style="list-style-type: none"> Taste drives a high conversion of Trial to Purchase Strong Listings in Food Channels Exceptional brand health scores among Early Adopters. Highly Beloved Brand among niche. <p>Inhibitors</p> <ul style="list-style-type: none"> Low familiar yet to turn our sales into loyalty Awareness held back due to weak Advertising Low distribution at specialty stores. Poor coverage. Low Purchase Frequency even among most loyal. <p>Risks</p> <ul style="list-style-type: none"> Launch of Mainstream cookie brands (Pepperidge Farms and Nabisco). De-listing 2 weakest skus weaken in-store presence Legal Challenge to tastes claims <p>Opportunities</p> <ul style="list-style-type: none"> R&D has 3 new flavors in development. Sales Broker create gains at Specialty Stores Explore social media to convert loyal following. 	<p>Key Issues</p> <ol style="list-style-type: none"> What's the priority choice for growth: find new users or drive usage frequency among loyalists? Where should the investment/resources focus and deployment be to drive our awareness and share needs for Gray's? How will we defend Gray's against the proposed Q1 2014 'healthy cookie' launches from Pepperidge Farms and Nabisco? <p>Strategies</p> <ol style="list-style-type: none"> Continue to attract new users to Gray's Focus investment on driving awareness and trial with new consumers and building a presence at retail. Build defense plan against new entrants that defends with consumers and at store level. <p>Goals</p> <ul style="list-style-type: none"> Increase penetration from 10% to 12%, specifically up from 15% to 20% with the core target. Monitor usage frequency among the most loyal to ensure it stays steady. Increase awareness from 33% to 42%, specifically up from 45% to 50% within the core target. Drive trial from 15% to 20%. Focus for sales is to close distribution gaps going from 62% to 72%. Hold dollar share during competitive launches and continue to grow 11% post launch gaining up to 1.2% share. Target zero losses at shelf. 	<p>Advertising</p> <ul style="list-style-type: none"> Use awareness to drive trial of the new Gray's. Target "Proactive Preventers". Suburban working women, 35-40. Main Message of "great tasting cookie without the guilt, so you can stay in control of your health". Media includes 15-second TV, specialty health magazines, event signage, digital and social media <p>Sampling</p> <ul style="list-style-type: none"> Drive trial with in-store sampling at grocery, Costco, health food stores and event sampling at fitness, yoga, women's networking, new moms. <p>Distribution</p> <ul style="list-style-type: none"> Support Q4 retail blitz with message focused on holding shelf space during the competitive launches. Q2 specialty blitz to grow distribution at key specialty stores. <p>Innovation</p> <ul style="list-style-type: none"> Launch two new flavours in Q4/15 & Q4/16. Explore new diet claims, motivating and enable. <p>Competitive Attack Plan</p> <ul style="list-style-type: none"> Pre-Launch sales blitz to shore up all distribution gaps. At launch, heavy merchandising, locking up key ad dates, BOGO, TV, print, coupons, in-store sampling. Use sales story that any new "healthy" cookies should displace under-performing and declining unhealthy cookies.

Advertising Plan Template And Guide

Alexander Hiam

Advertising Plan Template And Guide:

The Unofficial Guide to Starting a Small Business Marcia Layton Turner,2011-08-24 The inside scoop for when you want more than the official line Want to be your own boss but aren t quite sure how to make it happen This savvy guide will show you the way Now revised and updated to cover the latest regulations techniques and trends it walks you step by step through the entire start up process from coming up with a business plan and lining up financing to setting up shop marketing to your customer base and dealing with accounting taxes insurance and licenses Packed with real world tips and tricks that you won t find anywhere else it delivers all the know how you need to declare independence from the 9 to 5 world launch your business and watch the profits grow Vital Information on real world entrepreneurship that other sources don t reveal Insider Secrets on how to secure financing and choose a winning location Money Saving Techniques including low cost ways to market your business Time Saving Tips for creating a business plan and handling legal and accounting basics The Latest Trends including how to launch a profitable home or Web based business Handy Checklists and Charts to help you plan your start up and succeed in the marketplace

Hospitality Management Lynn Van der Wagen,Lauren White,2018-10-01

Written for SIT50416 Diploma of Hospitality Management Hospitality Management 4e covers all 13 core units plus seven electives Each chapter is written to a unit of competency and maintains the volume of learning of previous editions with relevant and easy to understand information including Australian examples and references Structured in three parts the text covers the knowledge and skills required of frontline supervisors managerial topics and business strategy content The Industry viewpoint at the start of each chapter introduces students to current issues and themes in the hospitality industry and numerous pedagogical features examples and illustrations have been included throughout the text to help students engage with the material and extend their understanding Each chapter includes activities for discussion and debate with assessment activities requiring the understanding application and analysis of case studies Each section concludes with an integrated case study and weblinks to useful industry resources

Electronic Commerce 2018 Efraim Turban,Jon

Outland,David King,Jae Kyu Lee,Ting-Peng Liang,Deborah C. Turban,2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level advanced undergraduate level textbook on the subject Electronic commerce EC describes the manner in which transactions take place over electronic networks mostly the Internet It is the process of electronically buying and selling goods services and information Certain EC applications such as buying and selling stocks and airline tickets online are reaching maturity some even exceeding non Internet trades However EC is not just about buying and selling it also is about electronically communicating collaborating and discovering information It is about e learning e government social networks and much more EC is having an impact on a significant portion of the world affecting businesses professions trade and of course people The most important developments in EC since 2014 are the continuous phenomenal growth of social networks especially Facebook LinkedIn and Instagram and the trend toward

conducting EC with mobile devices Other major developments are the expansion of EC globally especially in China where you can find the world's largest EC company Much attention is lately being given to smart commerce and the use of AI based analytics and big data to enhance the field Finally some emerging EC business models are changing industries e.g. the shared economy models of Uber and Airbnb The 2018 9th edition brings forth the latest trends in e-commerce including smart commerce social commerce social collaboration shared economy innovations and mobility

Marketing Kit for Dummies

Alexander Hiam, 2009-01-27 The forms, letters and other tools included in Marketing Kit For Dummies 3rd Edition enable readers to start a successful marketing program from the beginning. The expert tips and information presented in the book take some of the mystery out of marketing and explain step by step how to implement and execute a successful marketing strategy. Note: CD ROM, DVD and other supplementary materials are not included as part of eBook file

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Operational Research in Agriculture and Tourism Evangelia Krassadaki, George Baourakis, Constantin Zopounidis, Nikolaos Matsatsinis, 2020-05-05 This book presents a diverse range of recent operational research techniques that have been applied to agriculture and tourism management. It covers both the primary sector of agriculture and agricultural economics and the tertiary sector of the tourism industry. Findings and lessons learned from these innovations can be readily applied to various other contexts. The book chiefly focuses on cooperative management issues and on developing solutions to provide decision support in multi criteria scenarios

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Charter ,1999

Manual of International Marketing. Thomas Heilmann,2006-08-15 Top executives in international marketing and marketing professors give hands on theoretical insights and practical guidelines for the most relevant problems in international marketing The book is structured by easily accessible marketing catchwords and contains one in depth compact article per catchword

CPA's Guide to Developing Effective Business Plans Timothy Berry,2001

The One-day Marketing Plan Roman G. Hiebing,Scott W. Cooper,1999 A new edition of the guide to creating a successful marketing plan It now includes a free software disk that will streamline marketing planning

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Recruitment Guide for Attracting Automobile Parts Stores to the Used Oil Certified

Collection Center Program ,2007

Computer Buyer's Guide and Handbook ,2001

Marketing Plan Builder: How to Drive Your Business to Reach Its True Potential: A Templates Style Guide to Writing a Dynamic Marketing Plan

Ta Garth Kester,2018-02-23 Are you serious about making your business more profitable You cannot achieve this without a good marketing plan A marketing plan gives your business the focus and direction to reach its full potential It provides a systematic approach to identify growth opportunities and make better use of finite resources A marketing plan will detect gaps in the market that your business can profitably pursue This book was written to give readers the tools and ability to drive their business to reach their true potential The format is based on the development of a marketing plan for a fictitious manufacturing company with completed template examples at each stage of the plan The templates combine to form a consolidated marketing plan that becomes a reference model to aid readers in developing plans for their own businesses with the free do it yourself templates available for free download from the book s website At each step elementary marketing principles and practices are explained and the tools structure and framework needed to devise a professional plan are provided The book is rich in content including updates on the latest developments in digital marketing and is packed with

practical ideas tips and helpful suggestions The system channels readers thoughts on the essential subject matter needed in their plans and saves time and effort to spend less time writing and more time planning It is almost impossible to achieve anything worthwhile without a soundly based plan Yet countless small to medium enterprise operators waste time and effort running their businesses day in day out without so much as a basic plan in their minds let alone committing one to paper Marketing a product service or business successfully is not something that can be done in your head or on the run And there is no such thing as one plan fits all Lack of planning leads to lost opportunities and wasted energy Conversely implementing a plan gives business proprietors and managers an ability to work in their businesses instead of on them Culminating from a lifelong career in all facets of marketing Marketing Plan Builder readers will discover how to change those mindsets and develop new business insights Grow your business Develop cost effective strategies Drive your business to the next level with Marketing Plan Builder Get started today **The Complete Guide to Marketing Your Law Practice** Hollis Hatfield Weishar,James A. Durham,1999 A complete guide to marketing law firm or practice Contains strategies and insights from the country's top legal marketers **The Lawyer's Guide to Summation** Thomas J. O'Connor,2004 Author and noted technologist Tom O'Connor has developed this easy to understand guide designed to quickly get you up and running on Summation software *The Internet Fact Finder for Lawyers* Josh Blackman,David Jank,1998 Here are secrets shortcuts and the realities of conducting research on the Net

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- Chapter 2: Essential Elements of Advertising Plan Template And Guide
- Chapter 3: Advertising Plan Template And Guide in Everyday Life
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