

ONE PAGE marketing plan

FIRST SOLUTION

Vision:

Market review, regulatory framework, Competition: Mobile penetration climbing, SMS growth tapering off, improved fast Broadband (BB) offerings from MNO (Mobile Network Operators) with 4G. Few players offering fixed wireless BB, bandwidth speed increasing. Smart phone adoption climbing quickly. Year 1 projections imply 22 new customers per month, 1-2 per day. Addressable market over 3000 SMEs.

Revenue projections 2014-2015: 100,000 Euros (2014); 180,000 Euros (2015).

Internal environmental analysis: Start-up: best talent required, limited budget for Marcomms and research; billing system should facilitate competitive products and requirements. First solution has to plan right for a seamless and memorable launch.

Mission:

First solution will be the Enterprise Solution Provider of choice in Romania for connectivity and Managed Services.

Approach:

To create and fulfill demand for leading-edge data and managed services to all of Romania.

Assumptions:

Innovator in Broadband connectivity, internet access and managed services
Wide range of services covering all SME and corporate needs.
Launch products consistently through pipeline, simple pricing, billing system advantages.

Sufficient financing secured.
First solution capitalizes on first mover advantage (implement full line of business services before Telekom) .
Affordability of segments.
Fairly robust economy despite economic slowdown.

Objectives:

Gain strong position in Business segments, 1) SME, 2) Corporates, 3) SOHO.
Surpass sales targets. Increase BB penetration. Attain 5% market share in first 12 months, 7% in the first 24 months and 10% market share by EOY3.
Secure one significant customer (in top 50 of country) in the first 3 months of operation.

Market Segmentation:

SME = Immediate term focus. Develop strategy for Corporates and SOHO. Interview clients prior to launch, identify USP (Unique selling proposition).

Products & Services:

Broadband connectivity, internet access, Hosting services, Remote management services, Professional services. Introduce bundles, User Installable CPEs (BB in a box) and SLAs.

Pricing:

5% -10% price advantage over closest competitor for Broadband connectivity (leaving room for further erosion). Premium pricing on managed services. Simple and fair tariffs (Flat).

Distribution:

Direct: Implement First solution shop at HQ. Direct sales team, telemarketing team. Web site ordering,
Indirect: Commissioned agents, network of Independent shops.

Marcomms plan:

Brand + values, logo definition. Web site ready. Identify proper ATL combination for markets (biz journals). Regional advertising tactics. Secure corporate mailing list/send DM piece. Data expert conferences. Data brochures, white papers and user forum. Tools for Sales. Launch with Teaser campaign. Implement Digital Marketing initiatives.

PR, sponsorship:

Prepare launch in unique wireless area. Create good impression with Media. Provide free BB access to gov't leaders, opinion leaders, media and client decision makers. Consider "BB for school" program.

Marketing budget (excl. salaries)

Minimum required 10k Euros (2014), 15k Euros (2015).

Customer care

Train CSRs, launch with 24/24 service Hotline, ensure CTI/CRM tools.

Marketing Organization:

1 Marcomms/PR Mgr, 1 Product Manager, 1 sales/technician, 1 financial modeler (outsource), 1 Trainer (distribution).

Action Plans (Short term):

Assess Org chart requirements/in synch with plan – key staff on board.
Prepare services pipeline for launch. 1 new product launch per month.
Adequate Alpha testing and Beta testing with friendly customers.
Launch commercially. Adjust pricing quickly (ensure Billing system flexibility).
Roll out nationally when 10 major city service is seamless.
Poach staff from MNOs.