

# Marketing Plan Sample

## SCM clothes manufacture

### I. Executive summary

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*Introduce your marketing plan with a brief text about your company and the main goals you want to attain.*

SCM Clothing is a family start-up business that specializes in the fabrication of men's apparel. The company will penetrate the clothing sector with high quality clothes. SCM's clothes are particularly innovative with their shapes and colors. The company will establish its business in Dubai. With the establishment of one strategic alliance with a national retailer, SCM expect to easily exceed the sales and financial forecasts.

### II. Business description

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*In this first part, do an in-depth description of your company and the product or services provided. The aim of this section is to carefully describe your business, its weaknesses and most importantly its strengths.*

#### a) COMPANY

SCM clothing mission is to be one of the main actors of the clothing market. Through the co-creation of clothes both with designers and customers, SCM will meet the needs and wants of customers. SCM is a privately-held company and is headquartered in Dubai. Two of the five investors in the company have full operational responsibility. The co-founders have both entrepreneurial and industry experience.

#### b) PRODUCTS

SCM will have several product lines, one for each type of clothing item. The clothes will be innovative in shape and color. The fabrics used will be highly qualitative, thus providing to SCM a competitive advantage over more established competitors. The company is pursuing supplier relationships with a large national retailer, to aggressively enter the market.

### III. Market Analysis

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*Provide an external audit of your business: describe precisely your customers and competitors. Show how well your business will meet consumer needs through a competitive advantage on competitors. Incorporate data and charts to be as accurate as possible.*

#### a) COMPETITION

The clothing market grew by 4% in value to over AED 180 billion in 2013, based on volume growth of 9%. Menswear accounted for the largest share of clothing sales (45%) driven by new fashion trends, an increase in the want for casual clothing and the importance of purchasing low-priced items. Competition is intensive thanks to the increase of manufacturers and retailers. Many leading manufacturers have outsourced their productions and emphasized their expertise in product design to cut prices.

#### b) CUSTOMERS

Most clothing consumers are more likely to shop in grocery retailers and discounters – instead of traditional outlets (e.g. department stores...) – mainly because of their low-priced and casual offers. Casual formats become the rule as companies' dress codes are more flexible and the population is ageing:

- Classic formats are impacted
- Consumers are looking for fashionable low-priced items to be used just for a season. Clothes are now seen as disposables rather than investments. Quality remains important, but fashion plays a much greater role in everyday purchasing. Consumers want to express their own sense of style and are interested by designer-made collections.
- Differing weather conditions have an impact on seasonal sales.

The most demanding consumers think carefully about each purchase, its value-for-money, comfort, provenance and ethical belonging. This segment is difficult to appeal as it is complex to satisfy. But, it is also the most popular segment in terms of population.

*In conclusion of part 2 and 3, you can use a SWOT analysis to point out the keys success areas and any critical issues that may be faced.*

## IV. Marketing strategy and Implementation

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*Set marketing goals and use marketing tactics to describe your marketing strategy.*

Strategic marketing objective:

- Enter the market with highly qualitative, original clothes.
- Join a well-known, national retailer to deliver products on a national level.

<b>PRODUCT</b>  The most important thing about product development is to follow customers' expectations. This will enable you to differentiate products from the competition by adding values and benefits. Men over-45, the most attractive segment of customers, will be targeted.	<b>PRICE</b>  Menswear is a mature market on which price competition is very intensive. Even though, men over 45 are not expecting low-prices but value-for-money. So, they are likely to pay more for quality and ethic. The products will have to be positioned as premium.
<b>PLACE</b>  The products will be proposed in stores belonging to a national retailer which target a large clientele.	<b>PROMOTION</b>  In-store and out-of-store communication will be done to create brand awareness.

## V. Marketing strategy and Implementation

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*Provide a budget for the implementation of your marketing strategy.*

COMMUNICATION BUDGET (example)

### In-store promotion

Creation of a billboard -----	25 000 EAD
Place in 149 stores -----	110 000 EAD
Sub-total -----	135 000 EAD

<b>Out-of-store promotion</b>	
Creation of press releases -----	10 000 EAD
Sub-total -----	10 000 EAD
<b>Total -----</b>	<b>155 000 EAD</b>

## VI. Retroplanning

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*Use a GANTT diagram to plan marketing actions.*

### COMMUNICATION PLANNING (example)

Action	Department	2014		2015			
		Q3	Q4	Q1	Q2	Q3	Q4
Billboard creation	Communication						
In-store promotion	Communication						

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