

Planning, Implementing, and Controlling Marketing Strategies

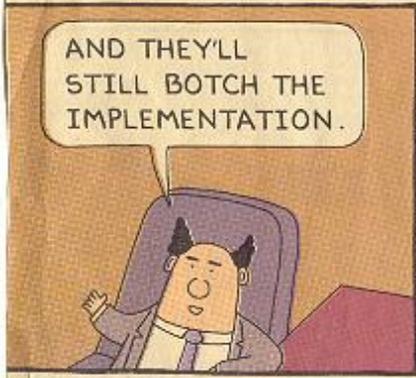
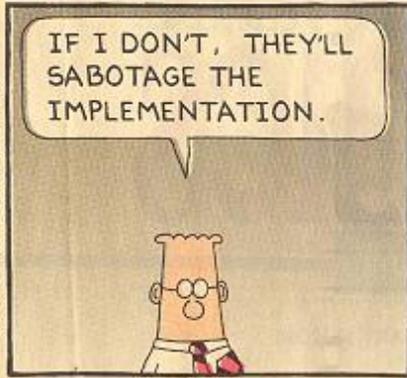
Chapter 2

Chris Schrage

DILBERT®/ by Scott Adams



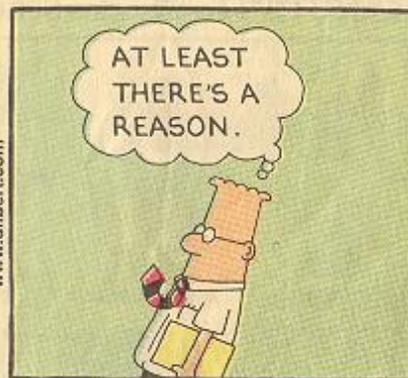
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Strategic Planning



SWOT

Internal

Strengths

Weaknesses

Opportunities

Threats

External

Strategy Levels

Mission Statement

Corporate Strategy

Business-Unit Strategy

Marketing Strategy

Marketing Mix Elements



PEPSICO

Our Mission

Our mission is to be the world's premier consumer products company focused on convenient foods and beverages. We seek to produce financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive for honesty, fairness and integrity.



PROCTOR & GAMBLE

Our Purpose

We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come. As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders and the communities in which we live and work to prosper.

Global
Business
Units

**Market
Development
Organizations**

**Beauty &
Grooming**

**Household
Care**

Global Business Services

Shared Services

Corporate Functions

Governance, Capability, Functional Innovation

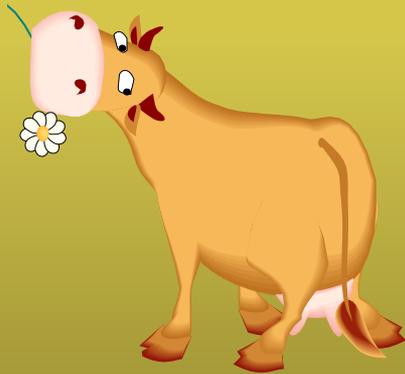
BCG Matrix



Star



Cash



Cow

Dog



Target Market

The group or groups of individuals that a company feels most appropriate for selling its product

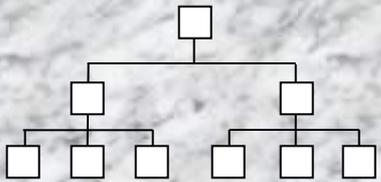


Organization

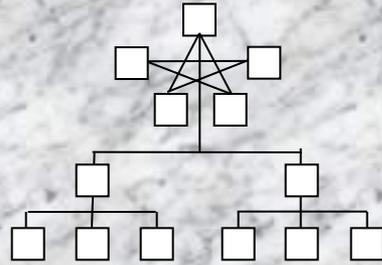
- Structuring the method of grouping resources and processes
- Allows for efficient use of resources in customer service

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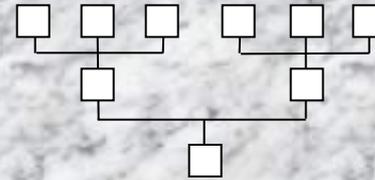
TRADITIONELL



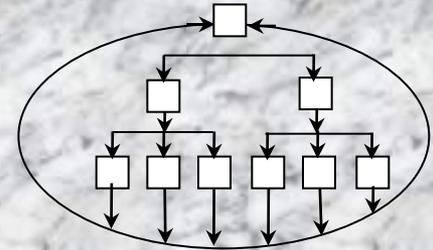
RUSSISCH



POLNISCH



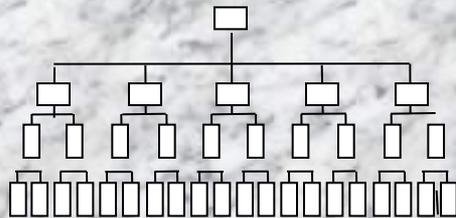
AMERIKANISCH



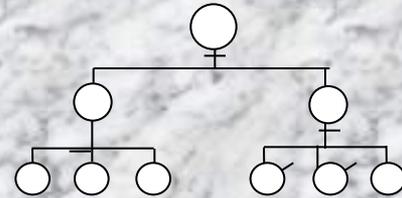
ARABISCH



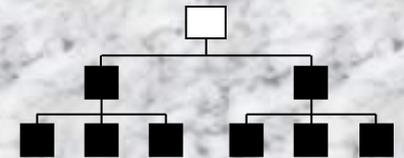
CHINESISCH



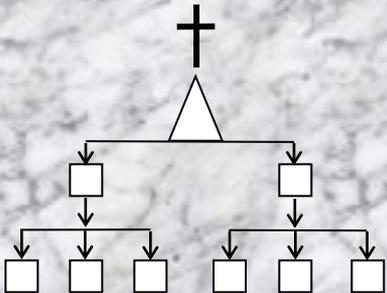
FRAUENBEWEGUNG



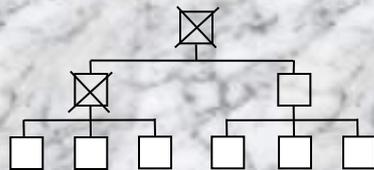
KOLONIAL-AFRIKAN



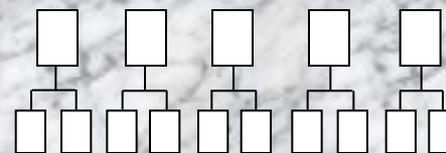
VATIKAN



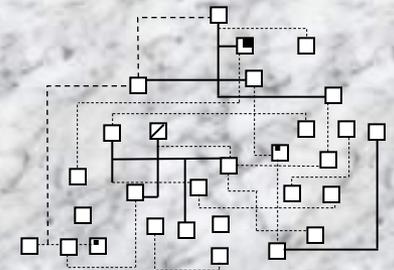
LATINAMERIKANISCH



ITALIENISCH



SAP AG



Appropriate Organization Design

Technology

- Unit or small batch
- Mass production
- Continuous process

Strategy

Environment

- Stable/unstable
- Differentiation/integration

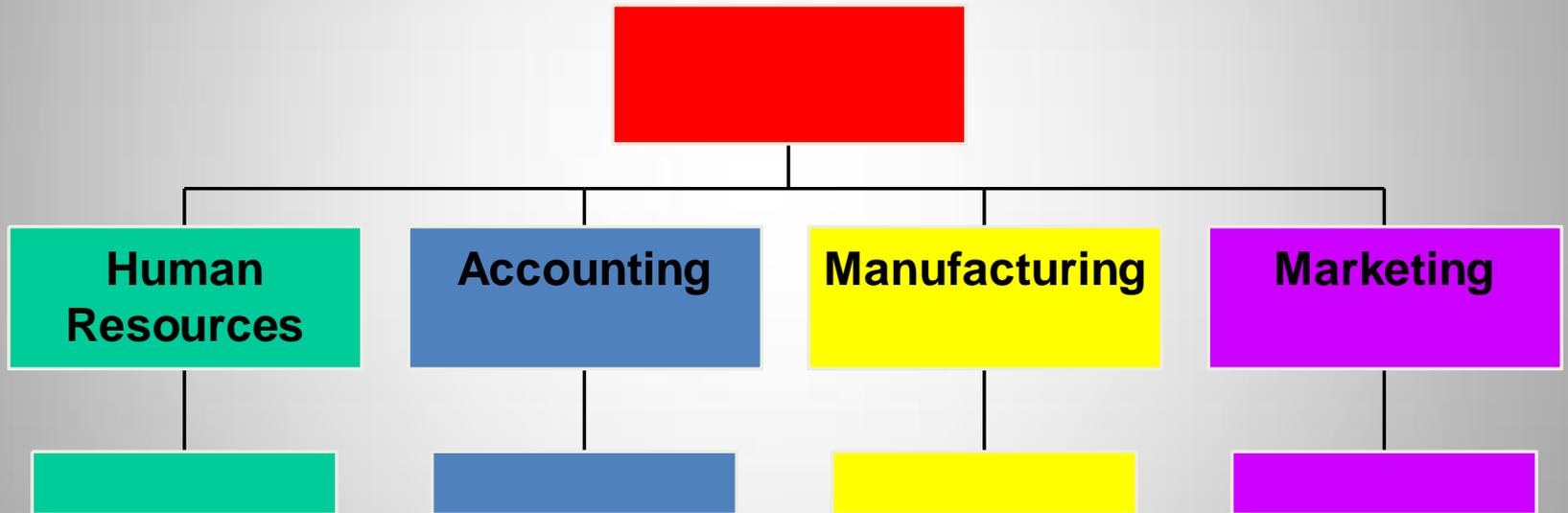
Size & life cycle

- Birth
- Youth
- Mid-life
- Stable-maturity

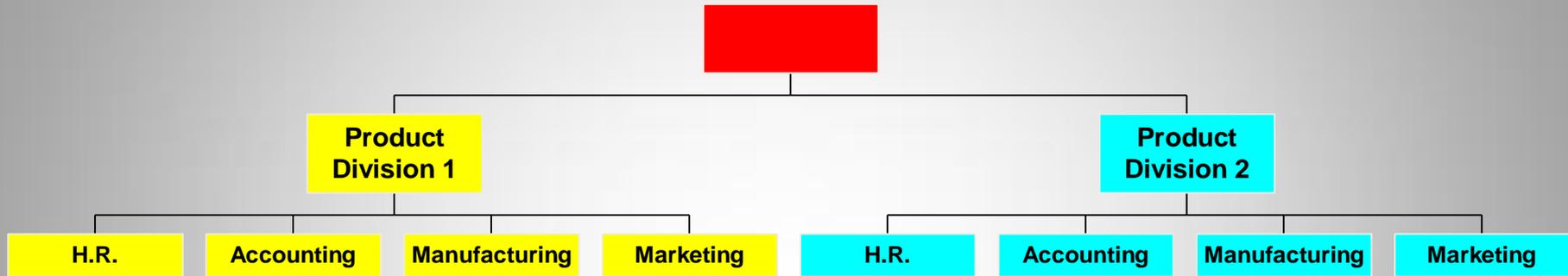
People

- Values
- Corporate culture
- Preferences

Functional



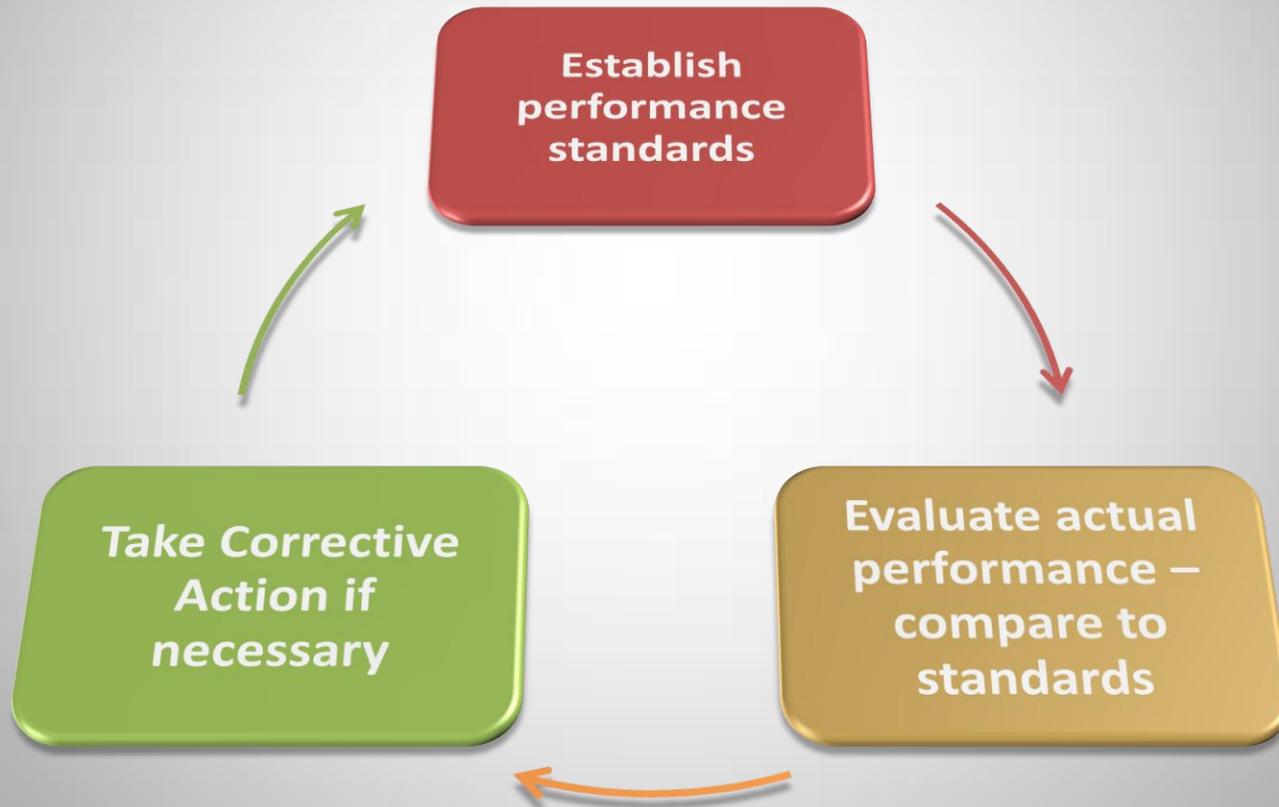
Divisional



Types

- ❖ Product
- ❖ Regional
- ❖ Customer
- ❖ Process

Control Process

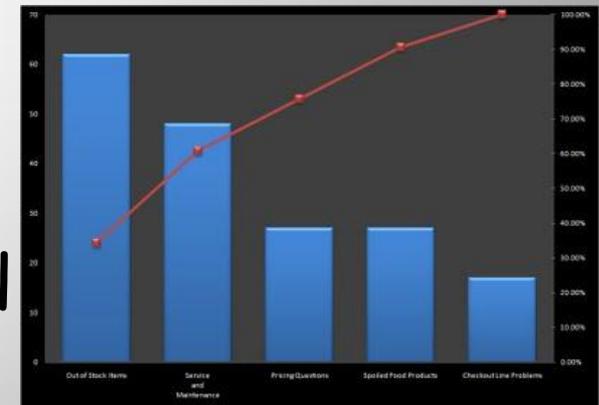
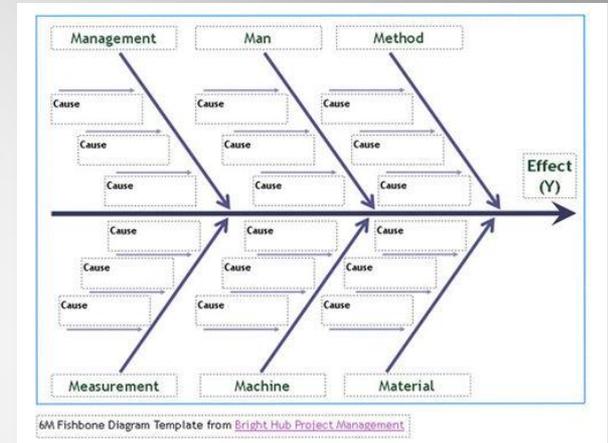


Total Quality Management (TQM)

- Employee involvement
- Focus on the customer
- Benchmarking
- Continuous Improvement

TOOLS of TQM

- Check Sheets
- Scatter Diagrams
- Cause-and-Effect Diagrams
 - Fish bone chart
- Pareto Charts
- Flowcharts
- Histograms
- SPC-Statistical Process Control



Armand V. Feigenbaum

Originator of Total Quality Management

Continuous Management Innovation

