

MKET130
Lecture Notes Ch2

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Chapter 2

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Company and Marketing Strategy.

* Strategic planning : The process of Developing and maintaining a strategic fit between the organization goals & capabilities and its changing Marketing.

* التخطيط الاستراتيجي هو عملية التطوير والحفاظ على توافق الاستراتيجي بين أهداف المنظمة وقدراتها ومفردات التسويق.

* Steps in Strategic planning :-

Defining a Market-oriented mission

1 Mission statement

→ The organizations purposes, what it want to accomplish in the longer environment.

* Market oriented mission statment:

Defines the buisness in term of satisfaction Basic customer Needs.

1 * يجب ان يكون البيان تافها والتكنولوجيا المعرفة ولكن اذا كانت

Mission Statmen عبارة باصطاحات لوف / فاصطاحات لوف راعة

should be meaningful , specific , motivating

Not include making sales

product oriented **or** Market oriented mission statement.
lower **<** Better

* Strategic Business Unit (SBU)

is a unit of the company that has a separate mission & objectives that can be planned separately from other company Business.

- company division
- product-line with division
- Single product or Brand

* The business portfolio is the collection of business & product that makeup company.

* Analyzing the current business portfolio

Boston (BCG)

* Growth - Short matrix :-
(BCG) Boston Consulting group

① **Stars** : are high growth - Rate
business or product, they often need
heavy investment.

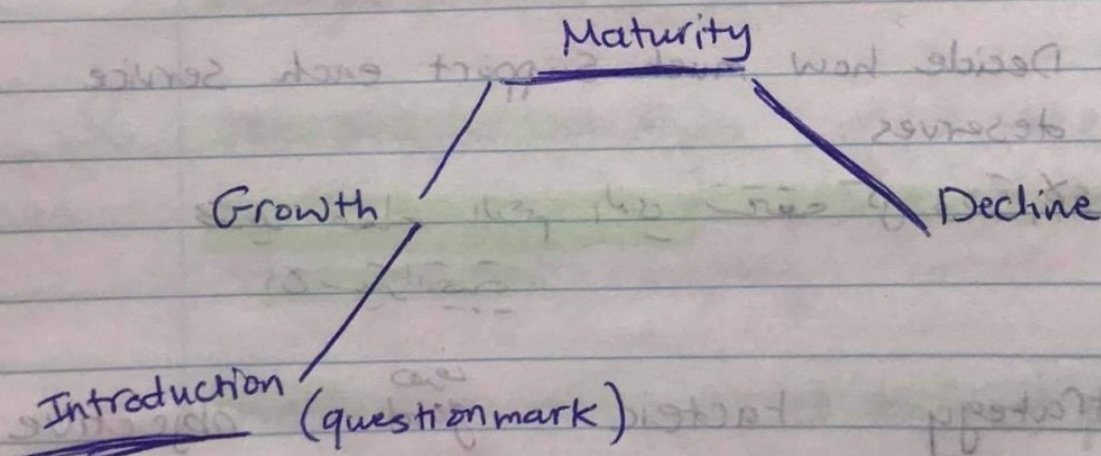
- High market Rate
- High Relative Market Share.

* **Market** → انو عديته يدفع او يجبر عالمي
وكم قدرتي عناه اجهز الزيرة.

* **Relative** → قدرته قوتي في السوق كل ما كان يبيع
جديه في السوق كل ما كان عناه

المسة السوقية صغيرة واذا اجهزه اناس صير
High

Product life cycle (PLC)



→ is the process by which management evaluates the product and business making up the company

العملية التي تقوم من خلالها بتقييم المنتجات والأعمال التي تشكل الشركة.

* Steps in Analyzing the current Business portfolio :-

خطوات تحليل حافظة الأعمال الحالية :-

① Identifying key business making the company.
تحديد الأعمال الرئيسية التي تشكل الشركة.

② Assess the attractiveness of its strategic business unit.
تقييم جاذبية وحدة الأعمال الاستراتيجية.

③ Decide how much support each service deserves.
تحديد مقدار الدعم الذي تستحقه كل وحدة الأعمال.

الاستراتيجية.

strategy	tactic	goal	objective
goals	وحدات	long term	تقييم
long	Short	أكثر من 3 سنوات	short time
			أقل من سنة

② Question Mark :-

Market growth ↑

Relative Market ↓

سؤال
زي الما نيزل الفوه عالوه يكونه جاذبيه الناس
اله كثيره به طاصا بتره ط الكمل نصير بتره
يقول Star

③ Cash cow :-

Market growth ↓

Relative Market ↑

لگونه عندى قوه في الفوه ما يدفع عليه كثير به يجي
فيه - يج - كثير

④ Dog :-

Market growth ↓

Relative Market ↓

كهاى يكونه متجافيه وانا بالفوه هتلا مريحوسه او صغافه
عكسه با سائل

Introduction

Question Mark

سؤال ←

growth

Stars

صنوع صديد و صبار له قوه في الفوه

Maturity

Cash cow

صنوع محبوس عند الكمل

Decline

Dog

صنوع قريم و الناس صاصبو

* For strategy on the company :

Introduction

(for portfolio) 4

استراتيجية الشركة

• invest more build share. cash ins, ~ 12%

Star / cash cow

• invest just enough to hold share. Li, r, rj diet

Cash cow

• Milk short term each flow by harvesting

Dog

• sell it out by divesting share.

Bad question mark

Follow these steps :-

* Corporate level

- ① Defining company mission.
- ② setting company goal & obj
- ③ Designing business portfolio.
- ↳ ④ Planning Marketing

limitation / * Problems with matrix Approachs :-

- ① maybe difficult, time, cost to implement.
- ② Approachs focus on classifying classic Business but provide little advice for future planning.
- ③ formal matrix method are often dropped in favour of more customized approaches that better suit specific situations.

* Weaknesses / limitations / problems :-

- ① ضعف / نقص / وقتية / قلة
- ② لم تعطى اى معلومات عن المنتجات
- ③ يوجد معايير جديدة لا يتفق عليها ككل
- ④ بالواقف بعينه و خاصة

* Developing Strategy for growth or Downsizing

growth :-

- ① compete more effectively
- ② satisfy their stakeholders
- ③ Attract top talent [profitable growth]

* Product / Market Expansion grid - كيفية التوسع

→ portfolio planning tool for identifying company growth opportunities.

- ① منتج جديد / منتج جديد
- ② تطوير المنتج نفسه

① OR ^{اصترانه} Penetration

→ existing market, existing Product. increase sales

- ② Product Development
- New Product → total new, modified, improved
 Existing Market. ^{مطور} ^{معدل عليه} ^{صير كليا} ^{زاد ميزة} ^{صنفت كايها جديدة} ^{صنفت الميزة}

③ **Market development** :-

Existing product, New Market.

④ **Diversification** :-

New product

New market

diversification *

* **New product**

• innovative product.

• improvement

• modification

* **New Market** :-

• New Market segment

• New geographic location

* **Downsizing** is when a company

must prune harvest or divest

business that are unprofitable that

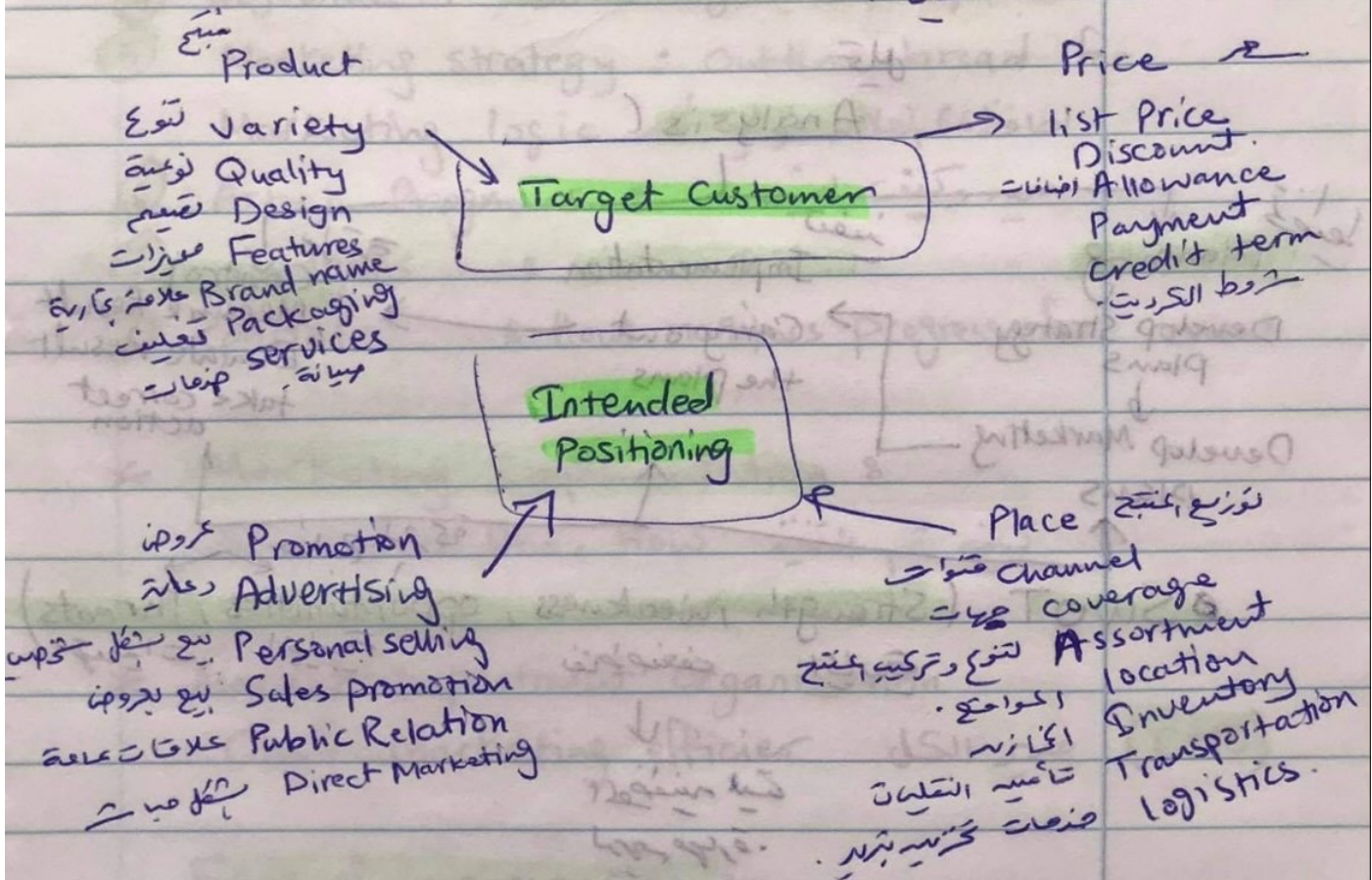
fit the strategy.

* أسباب Downsizing -B

- ① Lack of experience.
- ② less profitable (product)
- ③ out of date product.

* Value chain

سلسلة الإجراءات التي تقوم بإنشائها كمنفذ
الفترة

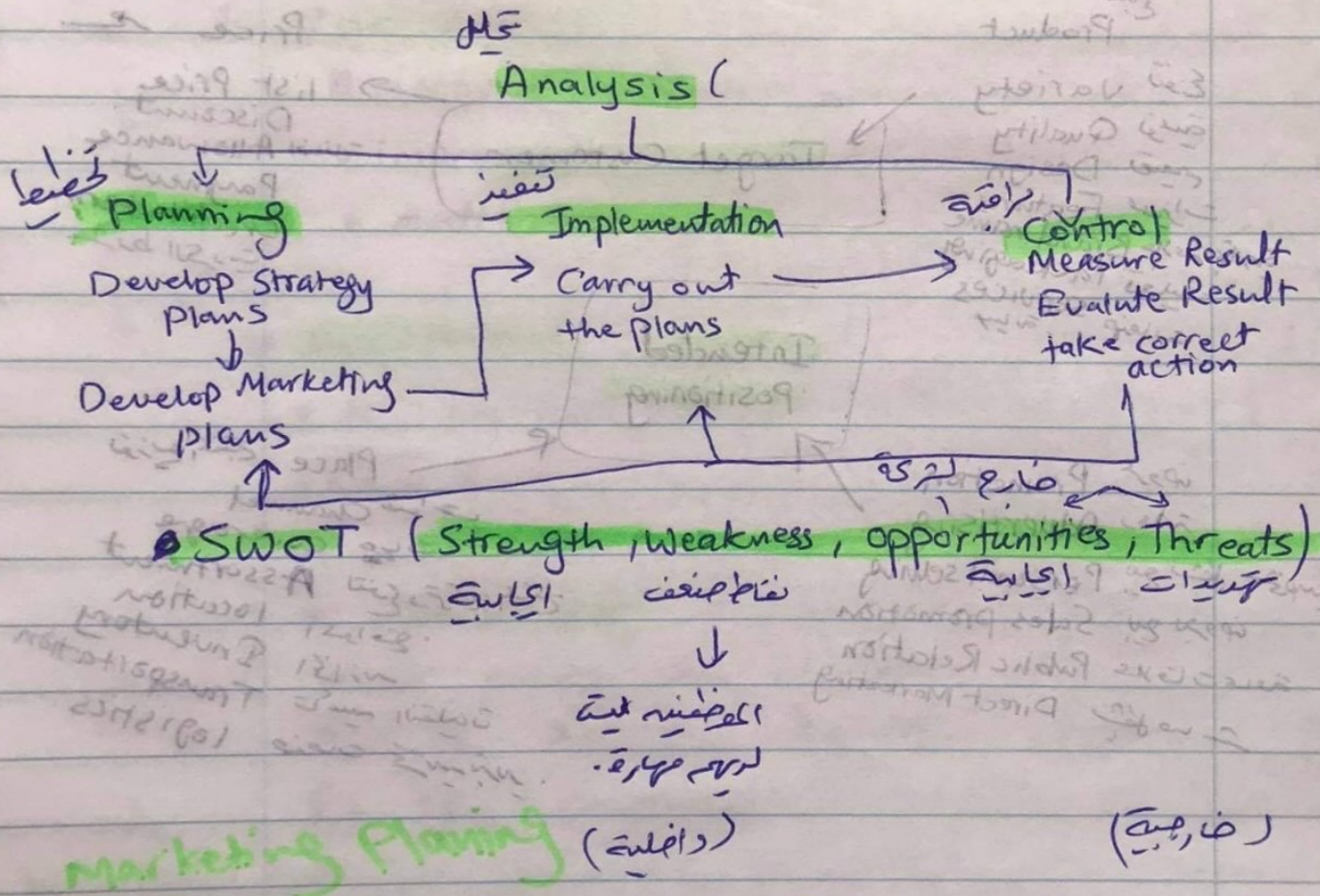


* أوجه بصرية نظر الزبون :-

- ① Customer solution (product) ①
- ② Customer cost (Price) ②
- ③ Convenience (place) ③
- ④ Communication (Promotion)

* Managing the Marketing Process

4 Function



Marketing Strategy : جدول الأعمال

الدراسة، من ناحية Cost, Target, Position

خطة تسويقية

* Marketing Plan content :-

① Executive Summary :

تلخيص / أول مقرة تلخيص للخطة على المراء
مزاياها / أول استي لتقرأه وآخر استي تكتبه .

② Current Marketing situation :

Describle target market , company position

③ Threats & Oppurtunities Analysis :

④ Objective & Issues :

⑤ Marketing strategy :

Outline broad for Marketing logic

⑥ Action Programs :

⑦ Budgets :

⑧ control : How monitors progress for review

* Marketing Implementation :

when, where, who, How

* Market Department Organization

Chief Marketing officer (CMO) مدير الماركت

Forms of organization :-

Activity ① Functional ② Geographic →

③ Product Management كل مدير حسب المنتج

④ Market & customer Management اوصاف الزبونه

للبولك الافراد اد بنفسه

* Marketing Control :-

- ① set specific Marketing goal.
- ② Measure performance marketplace.
- ③ Evaluate causes (expected Actual)
- ④ Take corrective Action.

- operating control (Performance)
- Strategic control (strategy).

The end of chapter 2