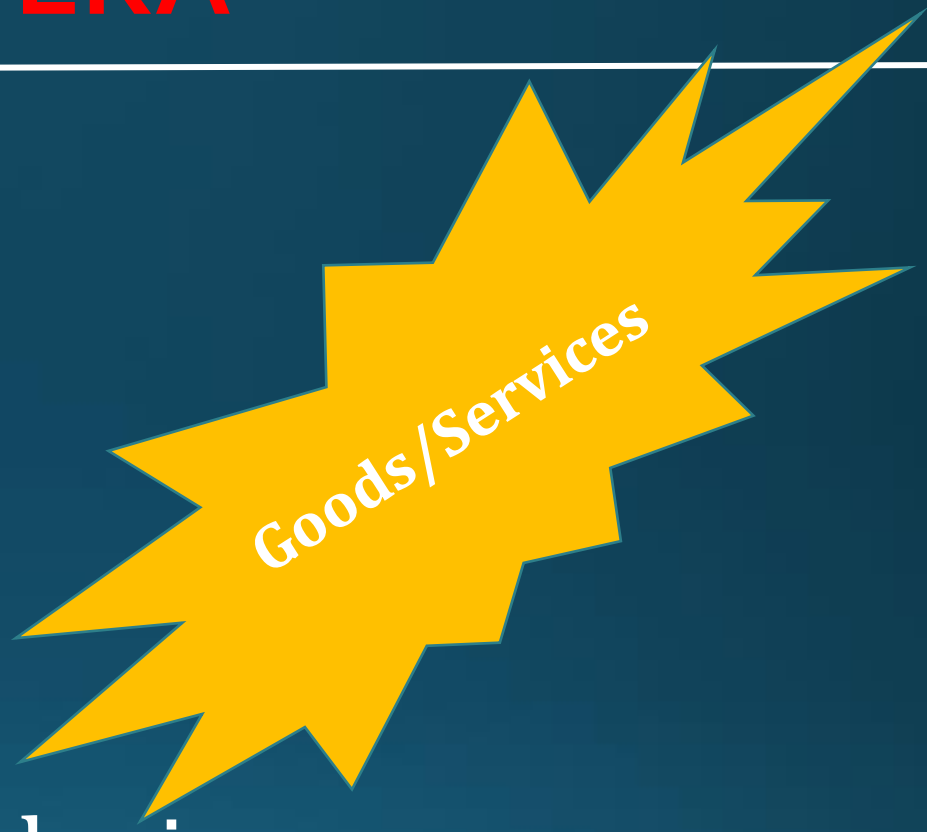
Marketing and Digital creativity

MARKETING CONCEPT ERA

- Product era
- Selling era
- Marketing era
- Value era
- Service dominant logic era



DEFINITION OF MARKETING

Marketing

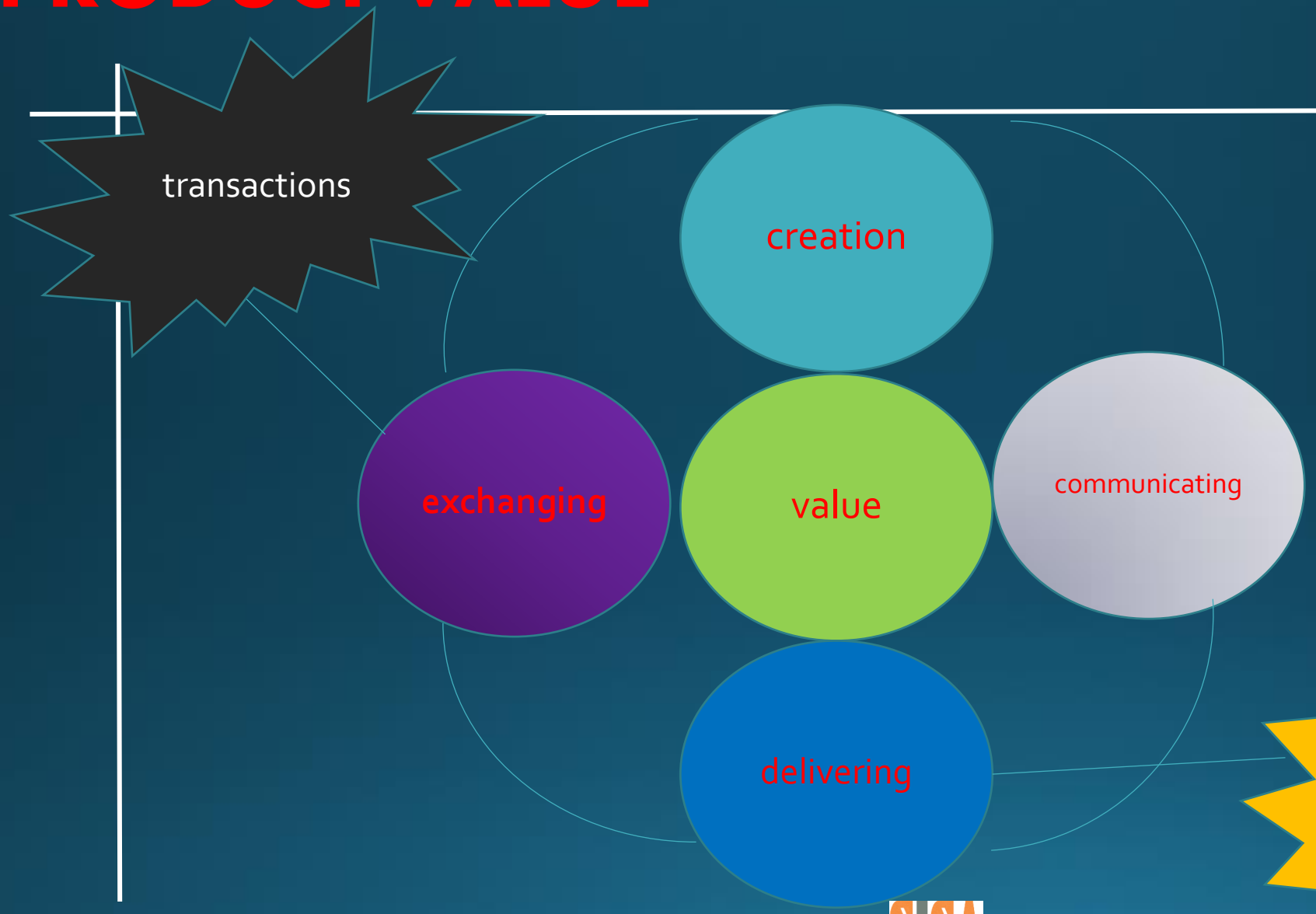
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(profit organization/nonprofit /government /individuals)

Social Marketing:

Marketing conducted to achieve certain social objectives can be done by government agencies, nonprofit organization, religious organizations

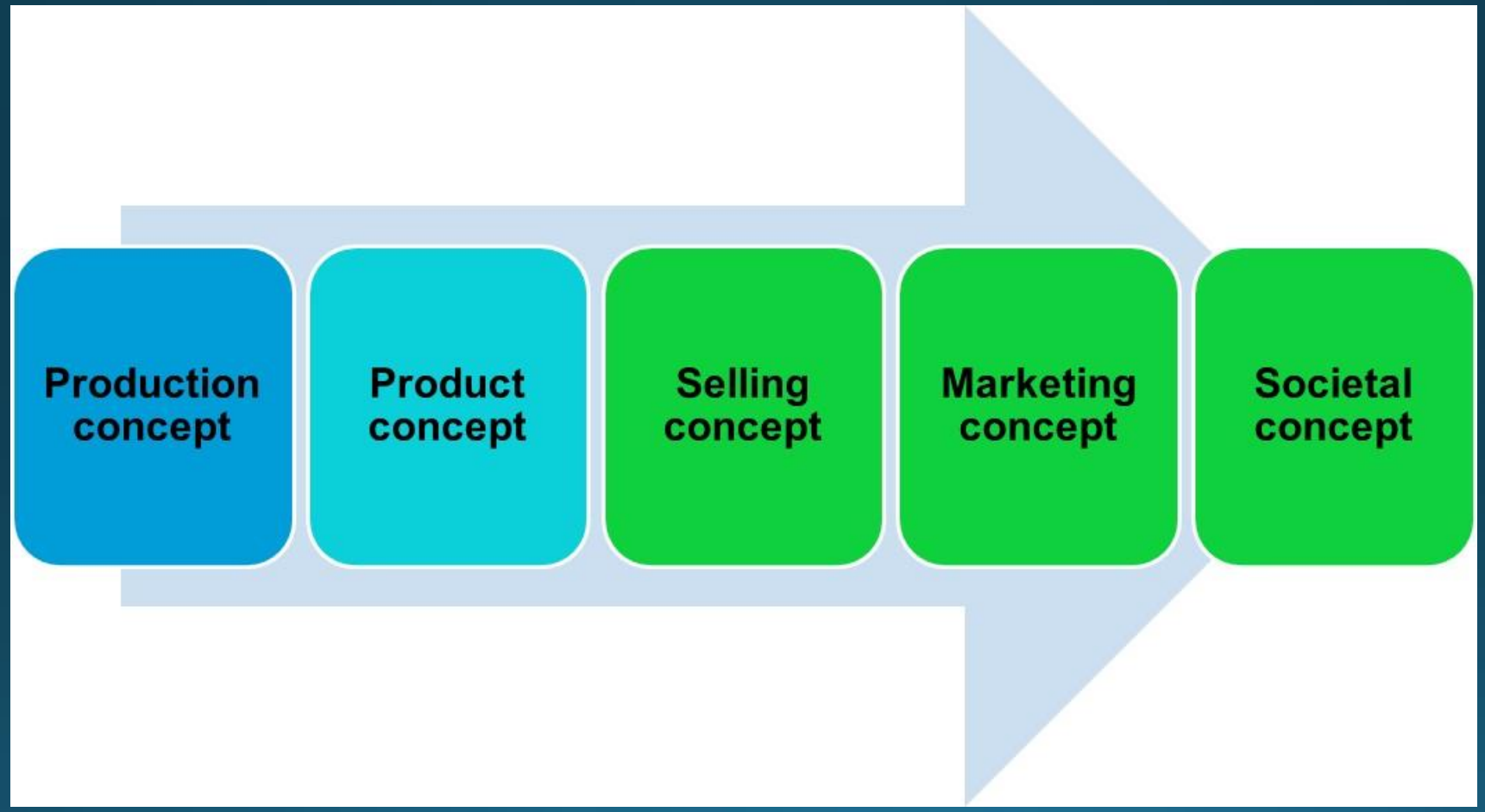
PRODUCT VALUE



Value varies from customer to customer based on each customer's needs.

Supply chain logistics

Designing a Customer-Driven Marketing Strategy



Marketing is all of those things and more

Emails

Advertising

Merchandising

Research

Direct Mail

Surveys

Event Management

Public Relations (PR)

Marketing

Product Development

Websites

Questionnaires

Branding

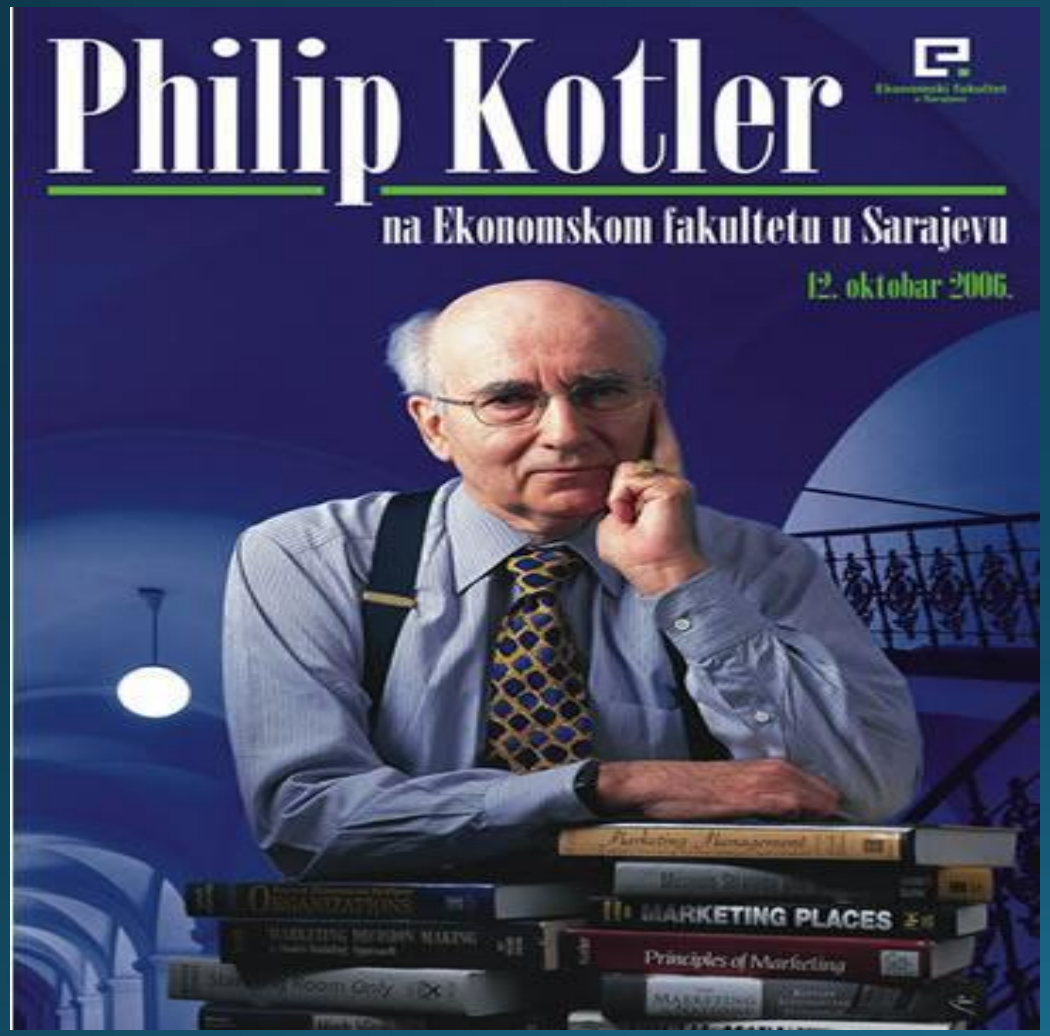
Sponsorship

Promotions

Brochures

Personal selling

MARKETING GURU



Principles of marketing

Marketing Mix
4 P's

Product	Price	Place	Promotion
Variety	List price	Channels	Advertising
Quality	Discounts	Coverage	Personal selling
Design	Allowances	Locations	Sales promotion
Features	Payment period	Inventory	Public relations
Brand name	Credit terms	Transportation	Direct marketing
Packaging		Logistics	
Services		Assortments	

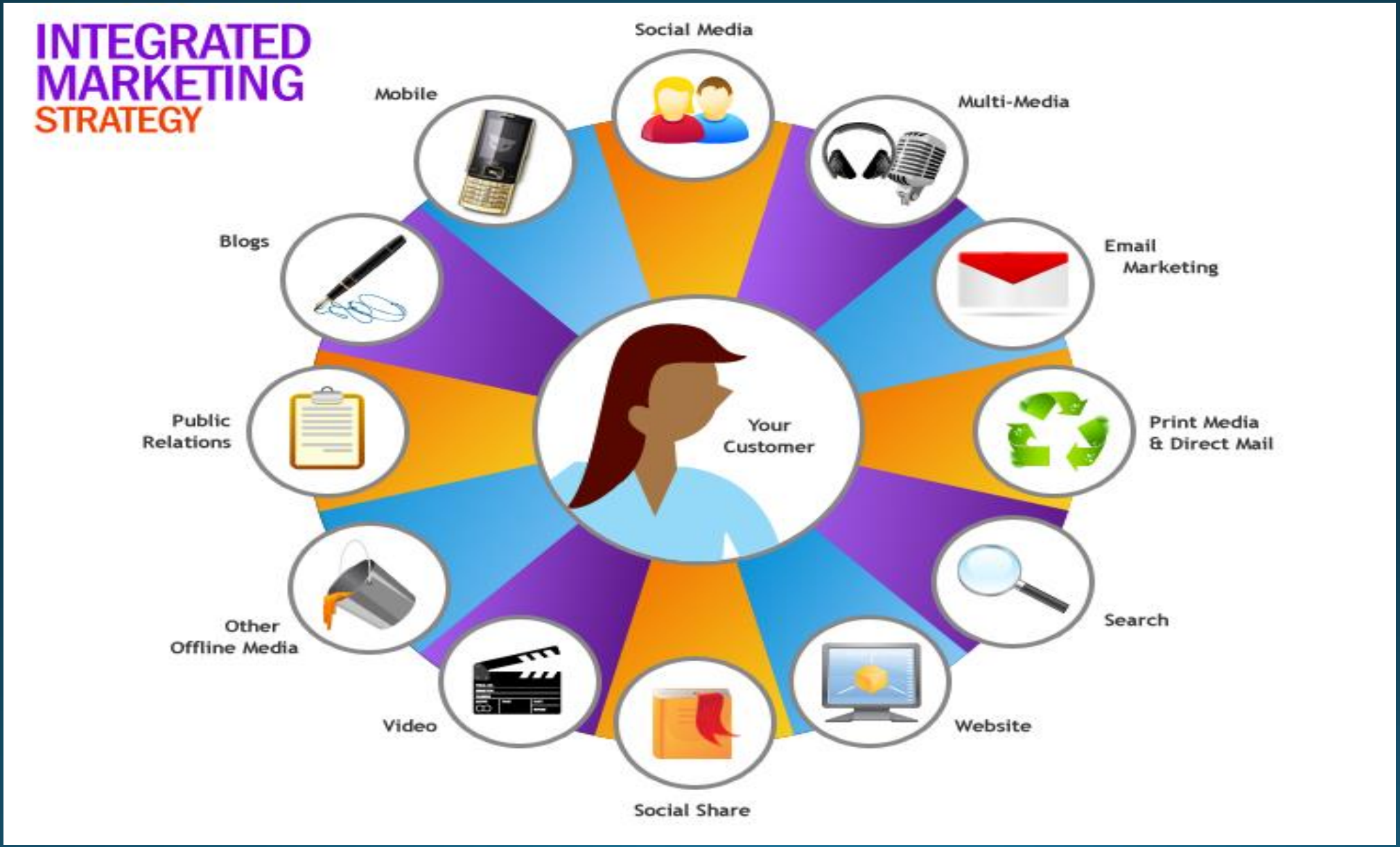
PRODUCT
What does the customer want from the product?
What features does it have to meet these needs?
How and where will the customer use it?
What does it look like?
What size(s), color(s), should it be?
What is it to be called?
How is it branded?
How is it differentiated versus your competitors?
PRICE
What is the value of the product or service to the buyer?
Are there established price points for products or services in this area?
Is the customer price sensitive?
What discounts should be offered to trade customers?
How will your price compare with your competitors?
TARGET MARKET
PLACE
Where do buyers look for your product or service?
If they look in a store, what kind?
How can you access the right distribution channels?
Do you need to use a sales force?
What do you competitors do, and how can you learn from that and/or differentiate?
PROMOTION
Where and when can you get across your marketing messages to your target market?
Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards?
When is the best time to promote?
How do your competitors do their promotions? And how does that influence your choice of promotional activity?

MARKETING MIX

- 7Ps – Price, Product, Promotion, Place, People, Process, Physical Environment
- Traditional 4Ps extended to encompass growth of service industry

INTEGRATING MARKETING

Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.


INTEGRATED
MARKETING
STRATEGY
Social Media
Multi-Media
Email
Marketing
Print Media
& Direct Mail
Search
Website
Social Share
Video
Other
Offline Media
Public
Relations
Blogs
Mobile
Your
Customer

Customer-Driven Marketing Strategy

- Market segmentation
- Market targeting
- Differentiation
- Positioning

MARKET SEGMENTATION AND TARGETING

Segmentation:
The process of dividing a market into distinct groups of buyers with different needs, characteristics, or behavior who might require separate products of marketing programs based on demography, geography, social-cultural factors, psychological factors. Allow firms to adjust marketing mix to meet the needs of separate market segments

Targeting:
Involves evaluating each market segment' s attractiveness and selecting one or more segments to enter.

Mass Marketing ตลาดมวลชน

Niche Marketing ตลาดเฉพาะกลุ่ม

Micro Marketing ตลาดย่อยๆ

MARKET SEGMENTATION APPROACHES

GEOGRAPHICAL

- continent
- country
- country region
- city
- density
- climate
- population
- subway station
- city area

DEMOGRAPHIC

- age
- gender
- family size
- occupation
- income
- education
- religion
- race
- nationality

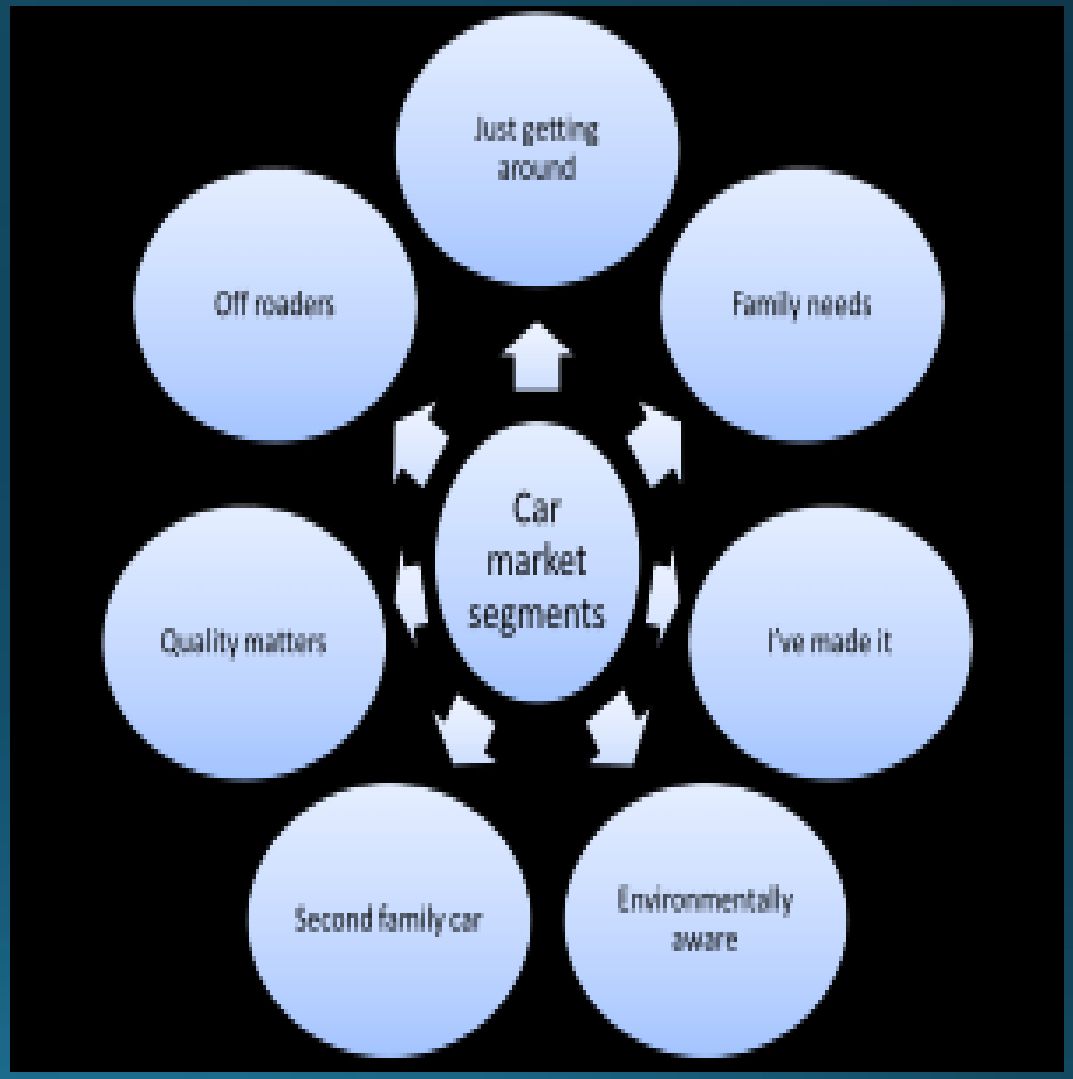
PSYCHOGRAPHIC

- lifestyle
- social class
- AIOs (activity, interest, opinion)
- personal values
- attitudes

BEHAVIORAL

- occasions
- degree of loyalty
- benefits sought
- usage
- buyer readiness stage
- user status

CAR

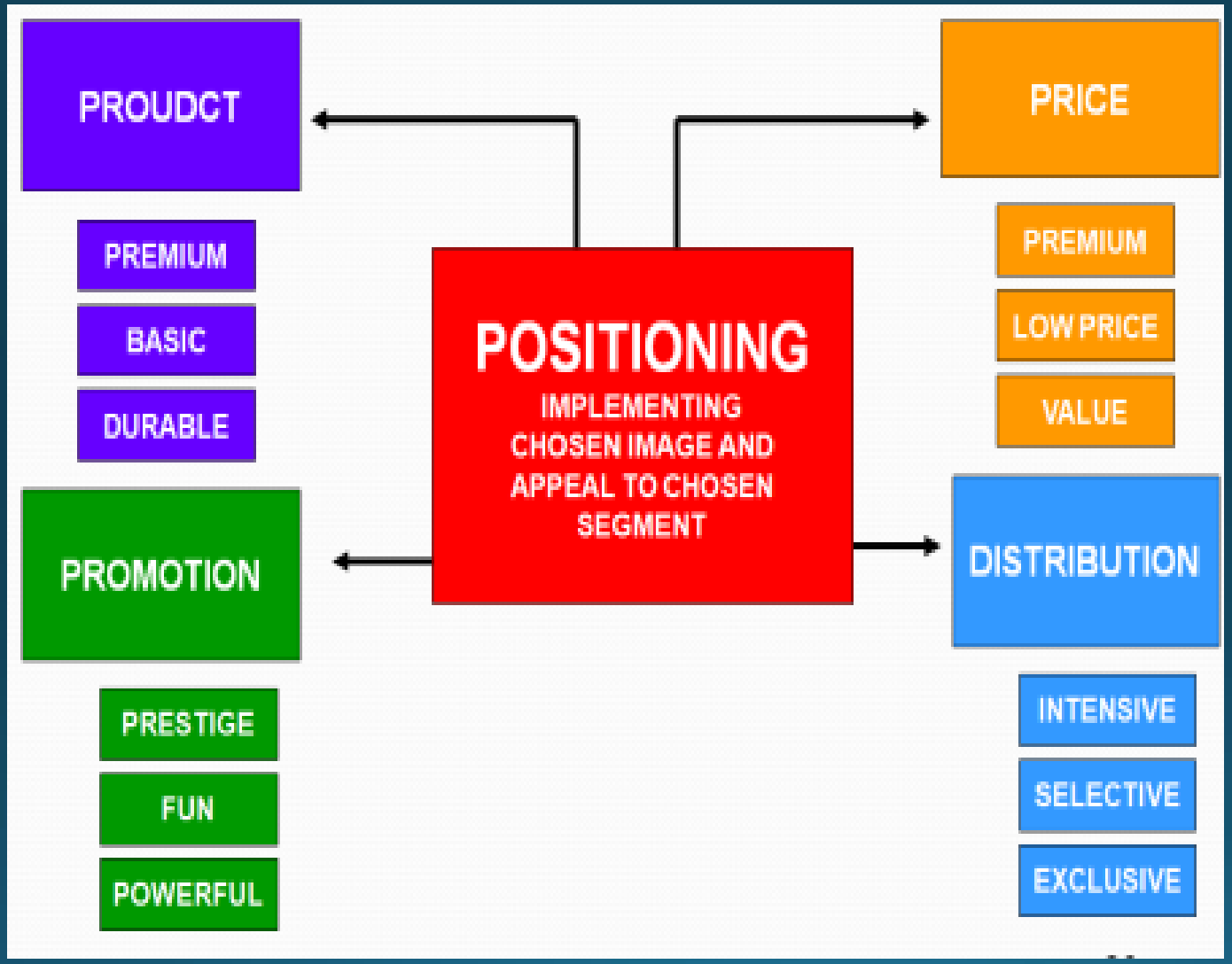


PRODUCT DIFFERENTIATION AND POSITIONING

Differentiation:
Creating superior customer value by actually differentiating the market offering.

Positioning:
Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers.

PRODUCT POSITIONING



PRECARIAT: The poorest and most deprived class in Britain. With low levels of economic, cultural and social capital, everyday lives of members of this class are precarious.
TRADITIONAL WORKING CLASS: Contains more older members than other classes but also scores low on all forms of the three capitals. They are not the poorest group.
EMERGENT SERVICE WORKERS: Young and often found in urban areas, this new class has low economic capital but has high levels of 'emerging' cultural capital and high social capital.
TECHNICAL MIDDLE CLASS: A less culturally engaged new class with high economic capital. Small in numbers, they have relatively few social contacts.
NEW AFFLUENT WORKERS: Generally young and active, members have medium levels of economic capital and higher levels of cultural and social capital.
ESTABLISHED MIDDLE CLASS: Not quite elite but members of this class have high levels of all three capitals. They are a gregarious and culturally engaged class.
ELITE: This is the most privileged class in Great Britain who have high levels of all three capitals. Their high amount of economic capital sets them apart from everyone else.

Campaigns | Ad groups | Settings | Ads | Keywords | Audiences | Ad extensions | Auto targets | Dim

+ TARGETING | Display keywords | Placements | Topics | Interests & remarketing | Demographics

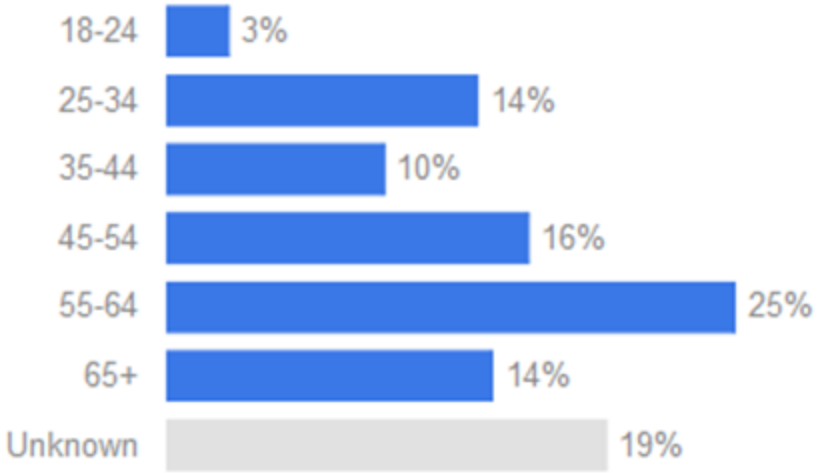
Demographics

Impressions

Gender

Male	34%
Female	49%
Unknown	16%

Age

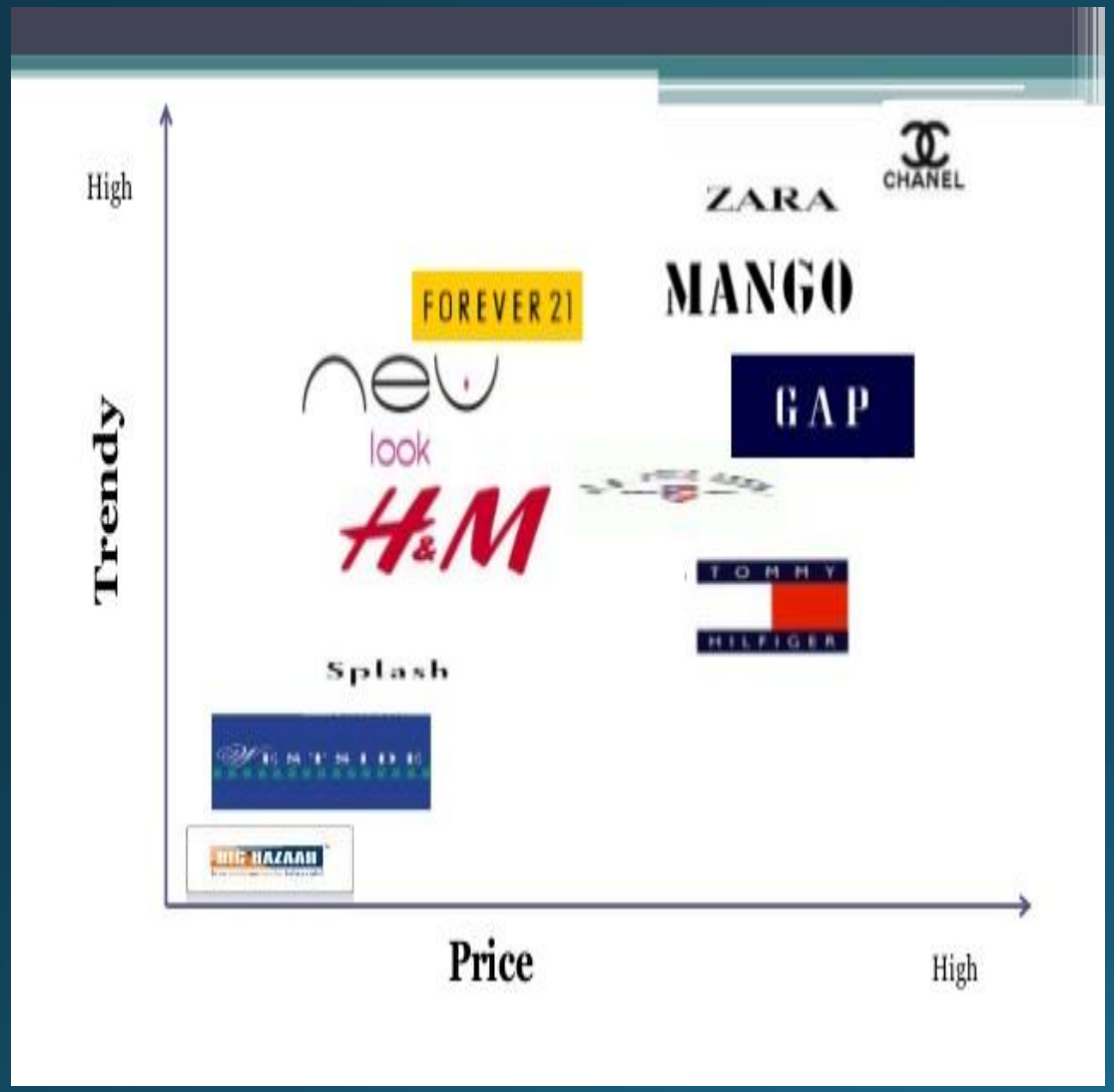


Parental status

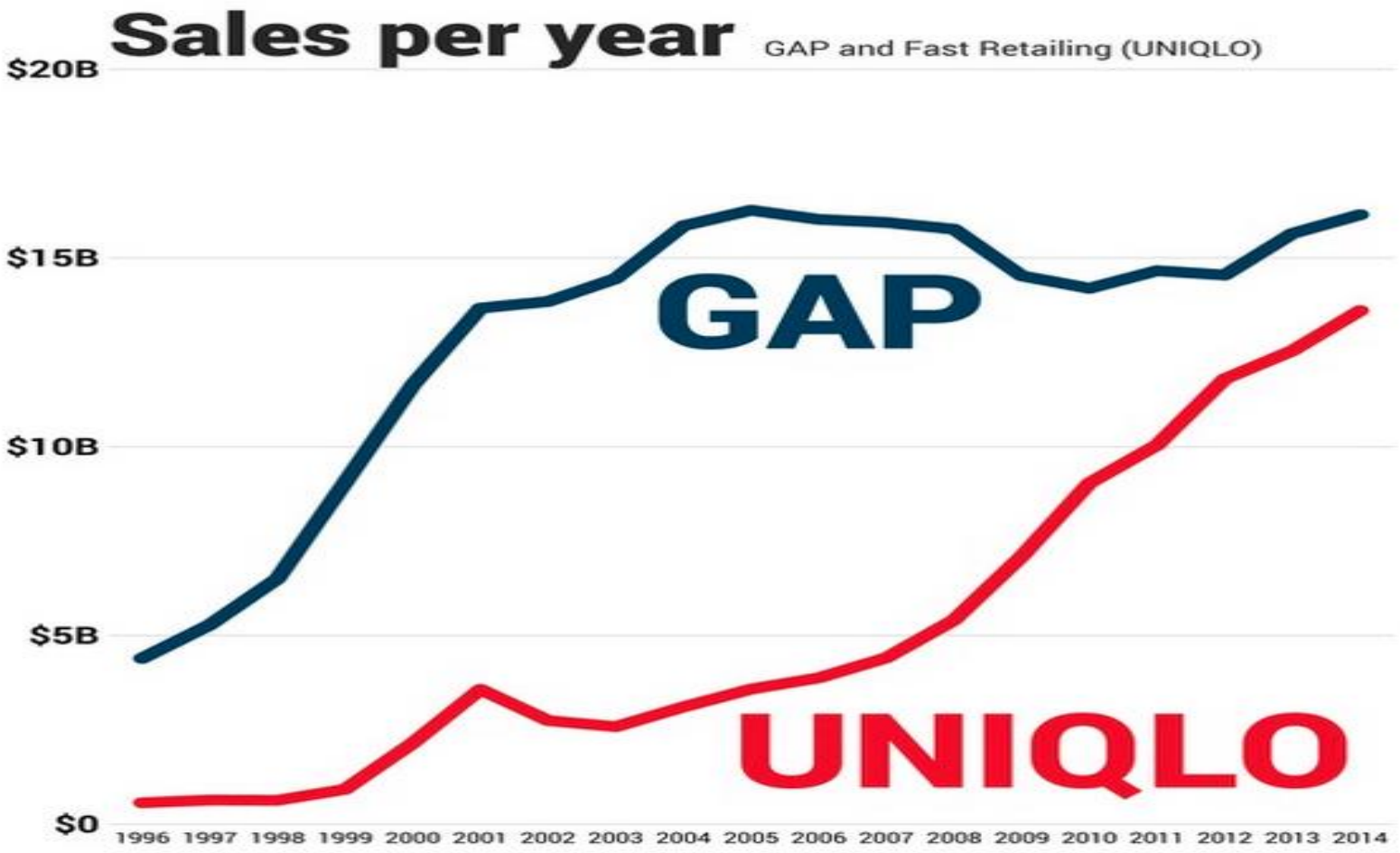
Parent	30%
Non-parent	55%
Unknown	15%

View demographic combinations: ON

PRODUCT SAMPLES



UNIQLO Is About To Beat GAP In Sales

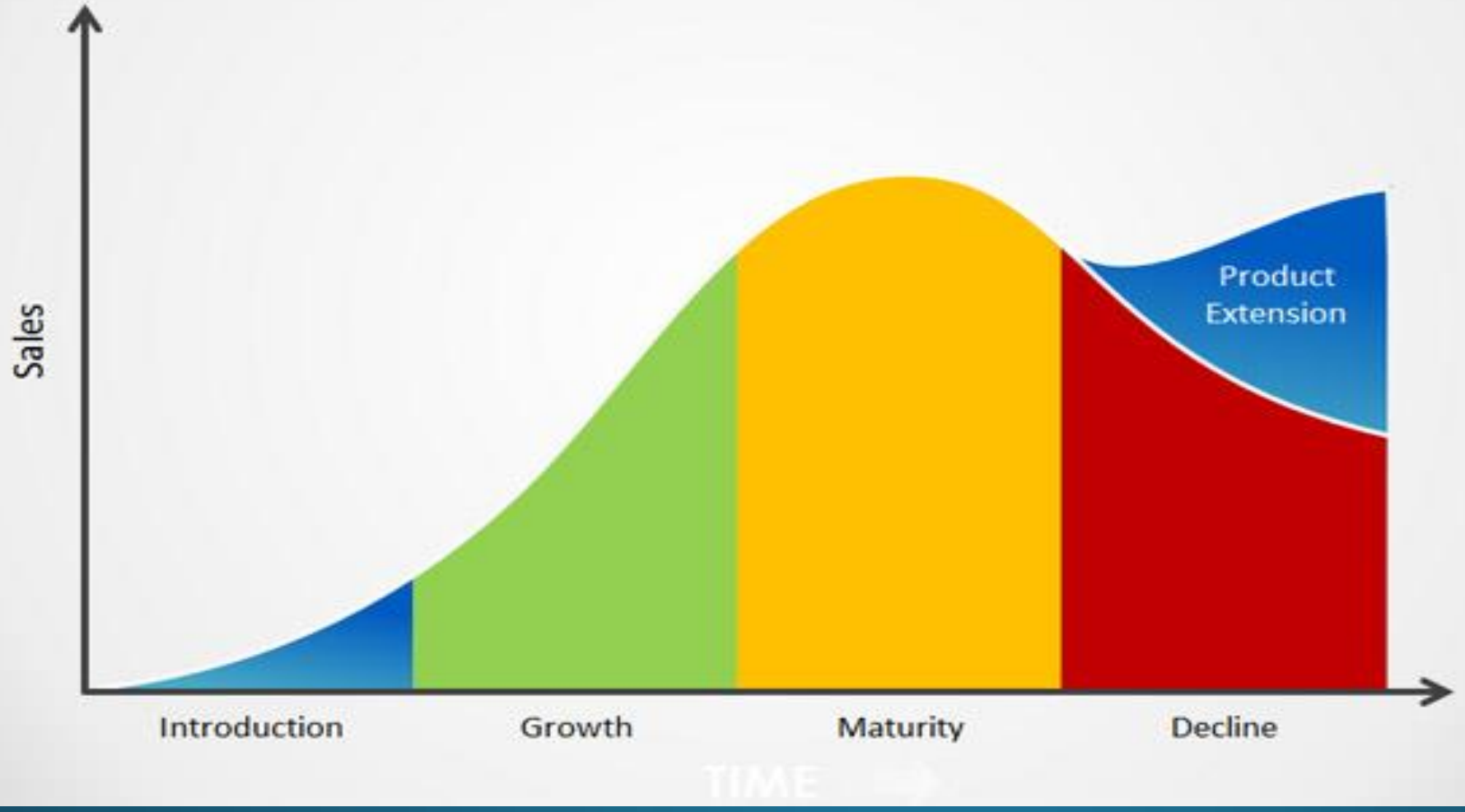


SEGMENT	EXAMPLE OF PRODUCT	TARGET AUDIENCE
Geographic Segmentation	Oasis	British & Irish, young working adults.
	Fuze	Asian Markets such as Japan & China
	Del Valle	Latin American Markets such as Brazil & Venezuela
Demographic Segmentation	Diet Coke	Health Conscious Adults between 30-50; Most users are women
	Coca Cola Zero	Teens who are calorie conscious; was aimed to be the "male" equivalent for Diet Coke
	Minute Maid	Targeted for age groups 13-50, this fruit juice product caters to non-carbonated beverage lovers

MARKETING STRATEGY

- A thorough understanding of:
  - Product life cycle
  - Domestic and global market trends
  - Models to predict purchase and consumption
  - Communication methods to reach target markets most effectively

Product Life Cycle Template



Introduction Stage

- High failure rates
- Little competition
- Frequent product modification
- Limited distribution
- High marketing and production costs
- Negative profits
- Promotion focuses on awareness and information
- Intensive personal selling to channels

Growth Stage

- Increasing rate of sales
- Entrance of competitors
- Market consolidation
- Initial healthy profits
- Promotion emphasizes brand ads
- Goal is wider distribution
- Prices normally fall
- Development costs are recovered

Maturity Stage

- Declining sales growth
- Saturated markets
- Extending product line
- Stylistic product changes
- Heavy promotions to dealers and consumers
- Marginal competitors drop out
- Prices and profits fall
- Niche marketers emerge

Decline Stage

- Long-run drop in sales
- Large inventories of unsold items
- Elimination of all nonessential marketing expenses
- Options for Deleting Products:
  - Maintaining
  - Deletion
  - Harvesting
  - Contracting

CONSUMER BEHAVIOUR

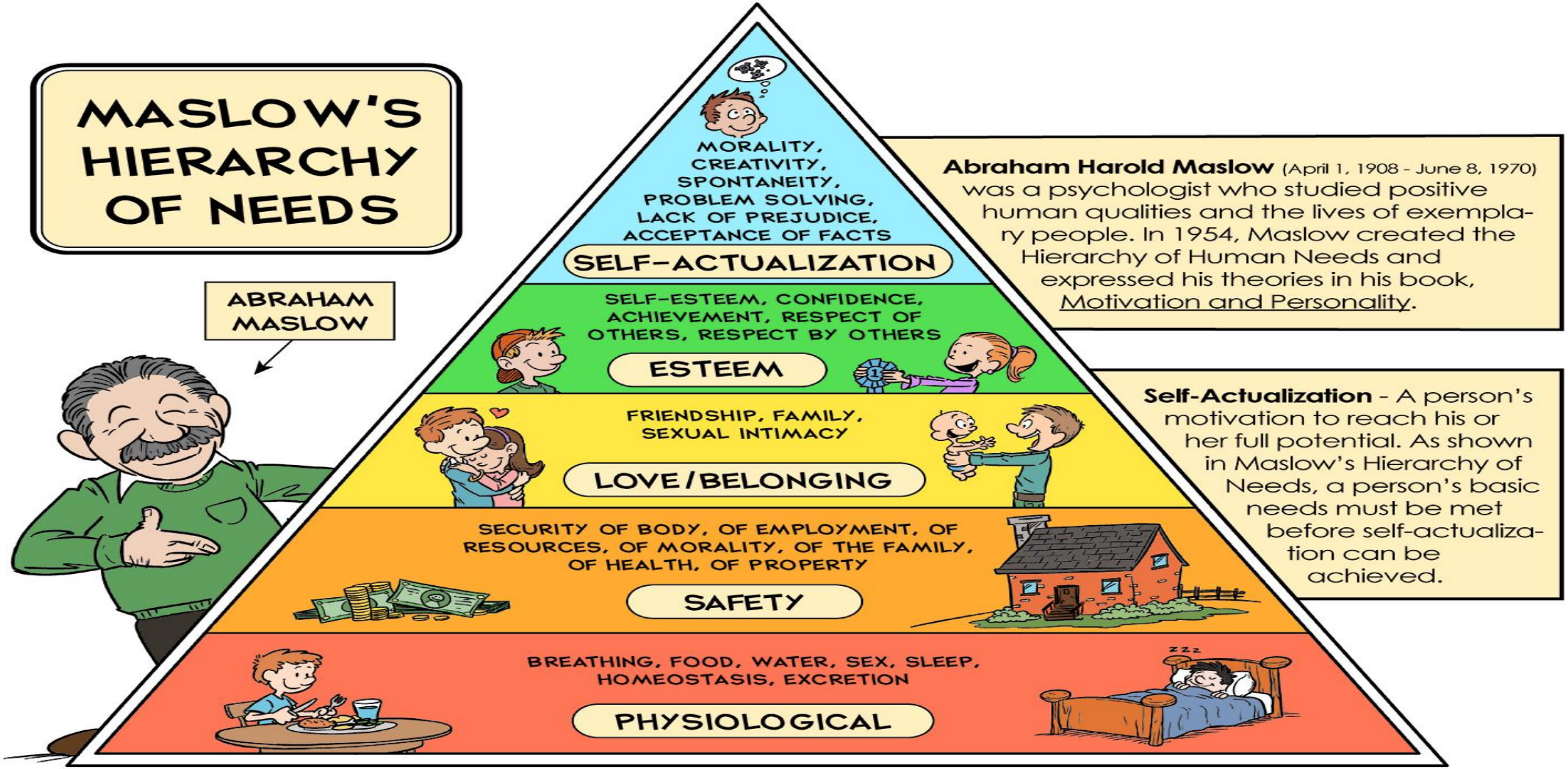
WHY THEY BUY ?

WHAT THEY BUY?

WHO BUYS?

WHEN DO THEY BUY?

WHERE AND HOW THEY BUY?


MASLOW'S HIERARCHY OF NEEDS
ABRAHAM MASLOW
MORALITY, CREATIVITY, SPONTANEITY, PROBLEM SOLVING, LACK OF PREJUDICE, ACCEPTANCE OF FACTS
SELF-ACTUALIZATION
SELF-ESTEEM, CONFIDENCE, ACHIEVEMENT, RESPECT OF OTHERS, RESPECT BY OTHERS
ESTEEM
FRIENDSHIP, FAMILY, SEXUAL INTIMACY
LOVE/BELONGING
SECURITY OF BODY, OF EMPLOYMENT, OF RESOURCES, OF MORALITY, OF THE FAMILY, OF HEALTH, OF PROPERTY
SAFETY
BREATHING, FOOD, WATER, SEX, SLEEP, HOMEOSTASIS, EXCRETION
PHYSIOLOGICAL
Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, Motivation and Personality.
Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.
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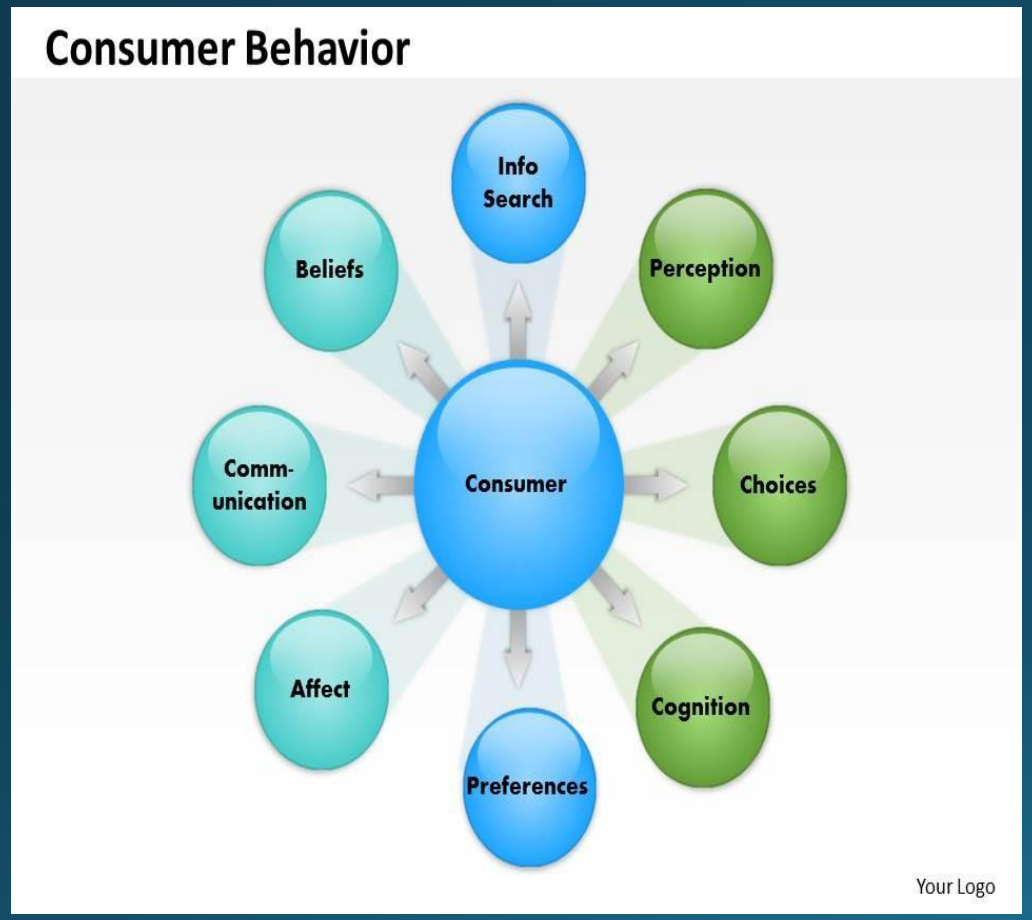
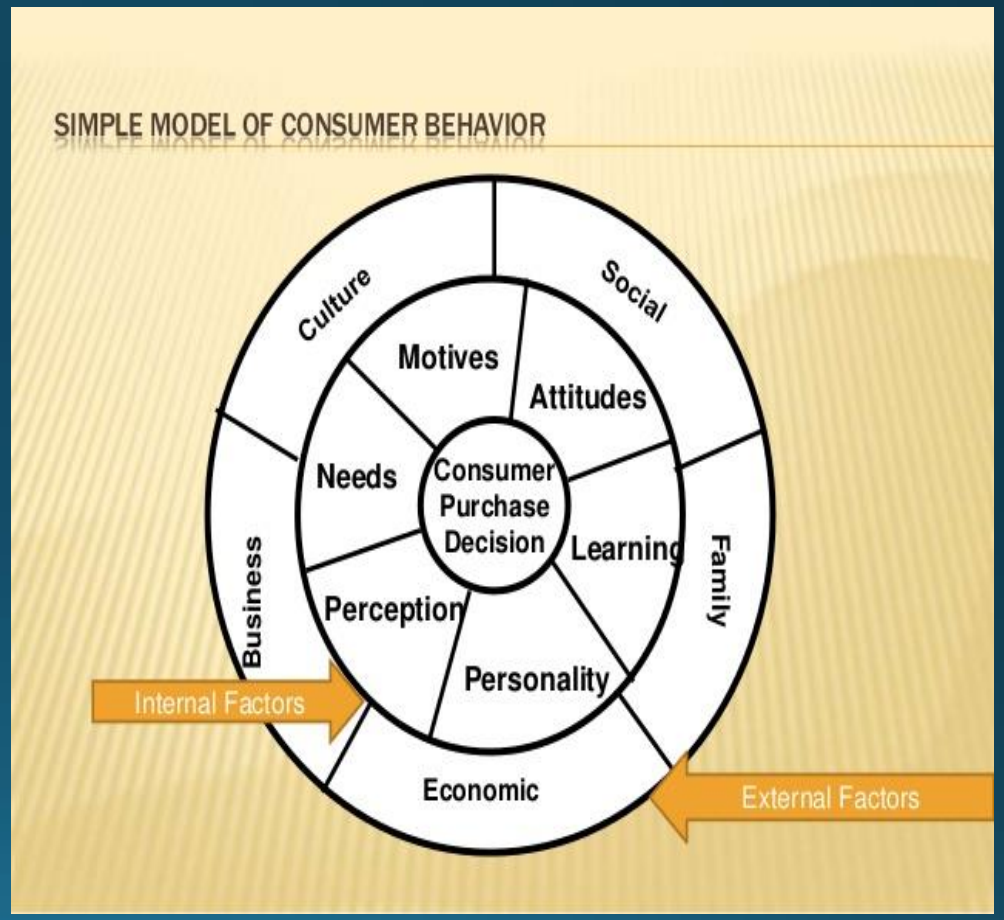
CONSUMER BEHAVIORS





Major social classes and their dominant characteristics and buying behavior patterns

Social class	Distinguishing characteristics	Dominant consumption patterns
Upper Upper	Elite of society, aristocrats, or top industrialists, inherited wealth; well known family background; spend money lavishly but in discreet, conservative taste.	Spend on property, homes, best education for children, frequent foreign vacations, antiques, jewellery, custom made cars
Lower Upper	Top professionals, businessman who have earned rather than inherited money, style and taste is conspicuous and flamboyant, they seek professions which will reflect their status	Spend on large homes with flashy and expensive décor, best education for children, imported cars, latest household gadgets, 5-star hotels.
Upper Middle	Professional careerists coming from middle class values of respectable buying conformity, emphasis is on good education, style is gracious & careful.	Spend on buying quality products, irrespective of the category of product it is quality which is the most important feature, color TV, VCR, Maruti car are some of the products associated with this class.
Lower Middle	White collar workers such as office workers, small businessman, traders, value neatness and cleanliness and want their home and professions to reflect this	Spend a great deal of time shopping around for best bargain, they buy refrigerator, B/W TV, scooter, motor cycle etc
Upper Lower	Poorly educated, semi- skilled factory workers, they comprise the largest social class segment. Their major motivation is security, purchase decision, often impulsive about exhibits a high degree of brand loyalty	B/W TV, gas stove, ceiling or table fan are bought but largely on hire purchase basis, if available
Lower Lower	Often uneducated, at the bottom of the society and working as unskilled labor , live from day to day basis with little planning for future.	Buy only the basic necessities of life usually buy loose and unbranded products have no comprehension and value of brands.

AMERICAN FILM

http://www.the-numbers.com/movies/comparisons/All-Time-Top-Grossing-Films

Marketing Strategies for Product Life Cycle

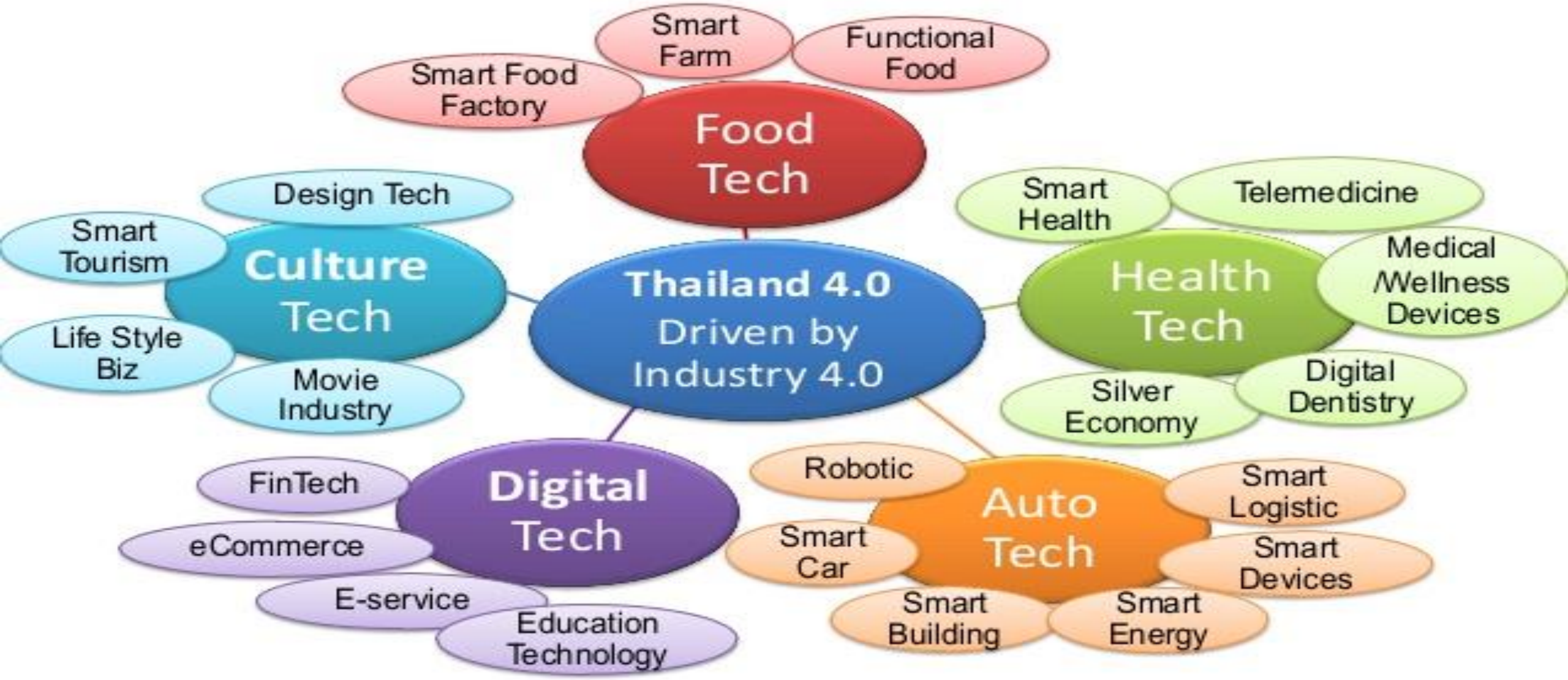
	INTRODUCTION	GROWTH	MATURITY	DECLINE
Product Strategy	Limited models Frequent changes	More models Frequent changes.	Large number of models.	Eliminate unprofitable models
Distribution Strategy	Limited Wholesale/ retail distributors	Expanded dealers. Long-term relations	Extensive. Margins drop. Shelf space	Phase out unprofitable outlets
Promotion Strategy	Awareness. Stimulate demand.Sampling	Aggressive ads. Stimulate demand	Advertise. Promote heavily	Phase out promotion
Pricing Strategy	Higher/recoup development costs	Fall as result of competition & efficient produc-tion.	Prices fall (usually).	Prices stabilize at low level.

ENVIRONMENT FORCES

Thailand 4.0
New Policy

โมเดลประเทศไทย 4.0
ความมั่งคั่งของชาติ
ประเทศไทย 1.0 เกษตรกรรม
ประเทศไทย 2.0 อุตสาหกรรมเบา
ประเทศไทย 3.0 อุตสาหกรรมหนัก
ประเทศไทย 4.0 ?
ประเทศรายได้ต่ำ
ประเทศรายได้ปานกลาง
ประเทศรายได้สูง
ขับเคลื่อนด้วยทรัพยากร
ขับเคลื่อนด้วยประสิทธิภาพ
ขับเคลื่อนด้วยนวัตกรรม

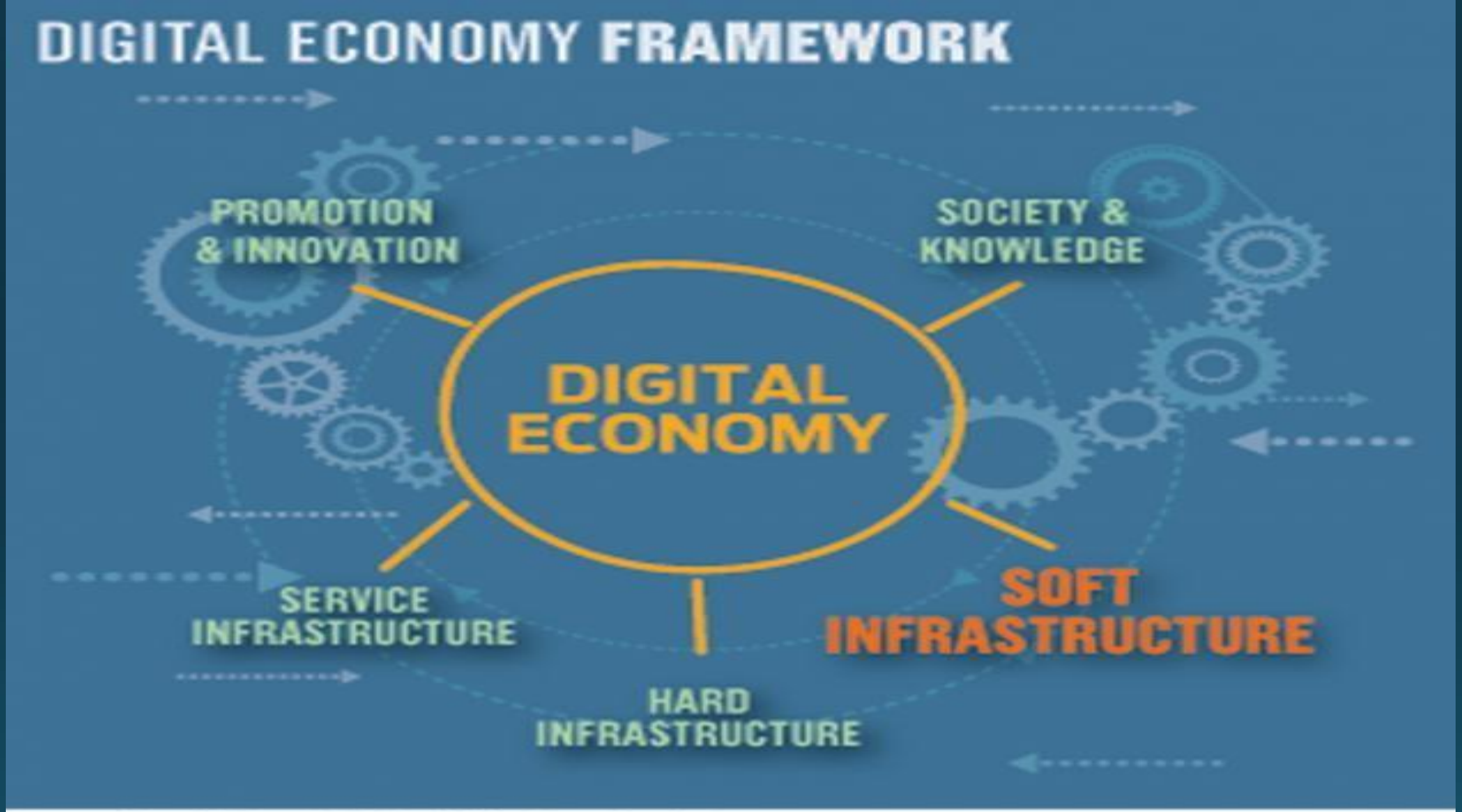
Thailand 4.0 : New Growth Industry



Source: NSTDA

Digital Economy

The digital economy is the worldwide network of economic activities enabled by information and communications technologies (ICT). It can also be defined more simply as an economy based on digital technologies. Multiple definitions for the term exist, with variations in what should be included in this new economic paradigm.



Source: Deputy Prime Minister Pridyodhorn Devakula

Digital Economy
Digital Society

Innovation

1 มีใช้

ชาวบ้านในพื้นที่ห่างไกล
มีสมาร์ทโฟนใช้ อินเทอร์เน็ตเข้าถึง

2 ใช้เป็น

ค้นหาข้อมูลทาง
อินเทอร์เน็ตได้
ใช้สมาร์ทโฟนถ่ายรูปเป็น
ใช้ App ปรับแต่งภาพ
ให้ดูสวยงาม

3 แก้ปัญหาได้

สร้างเว็บไซต์เพื่อ
ประชาสัมพันธ์ให้คน
ได้รู้จักวัฒนธรรมและ
ความสวยงามของท้องถิ่น

4 เกิดนวัตกรรม

ระบบค้นหาบ้านพักทั่วโลกซึ่ง
ใครก็สามารถเปิดบ้านเป็นที่พัก
ให้คนจากทั่วโลกจองมาพักได้

- เป็นช่องทางประชาสัมพันธ์ที่
  เข้าถึงนักเดินทางทั่วโลก
- ได้รู้และเรียนรู้และแลกเปลี่ยนวัฒนธรรม
  และภาษา กับนักเดินทางที่มาพัก
- ประชาชนสร้างรายได้จากการพาชม
  และวิถีชีวิตที่มีอยู่

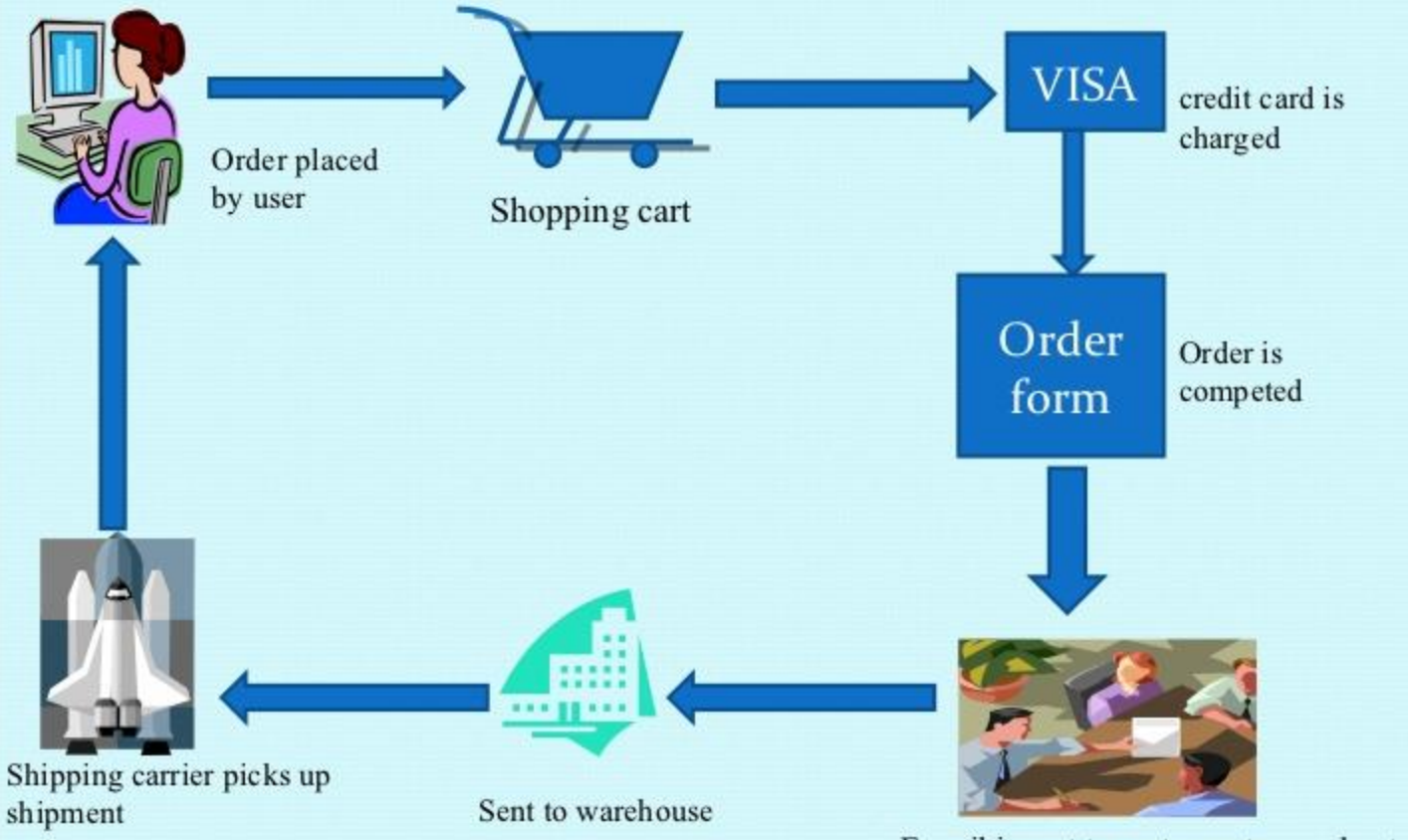
ONLINE MARKETING

- E-market place
- An online **marketplace** (or online **e**-commerce **marketplace**) is a type of **e**-commerce site where product or service information is provided by multiple third parties, whereas transactions are processed by the **marketplace** operator.
- E-commerce

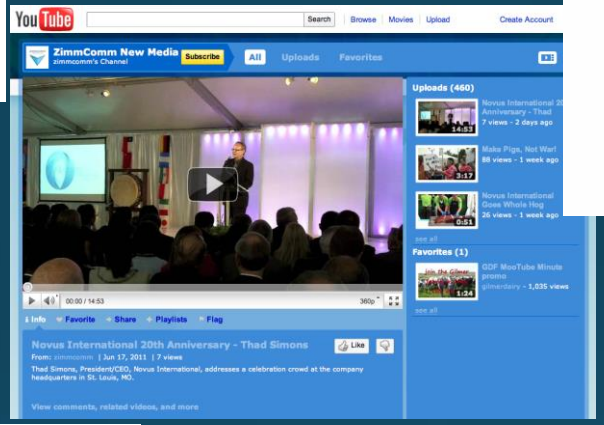
E-commerce (**electronic commerce** or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an **electronic** network, primarily the Internet. These business transactions occur either business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. Alibaba, e bay, amazon, Zappos, Tarad, taobao, weloveshopping, lazada,, kaidee

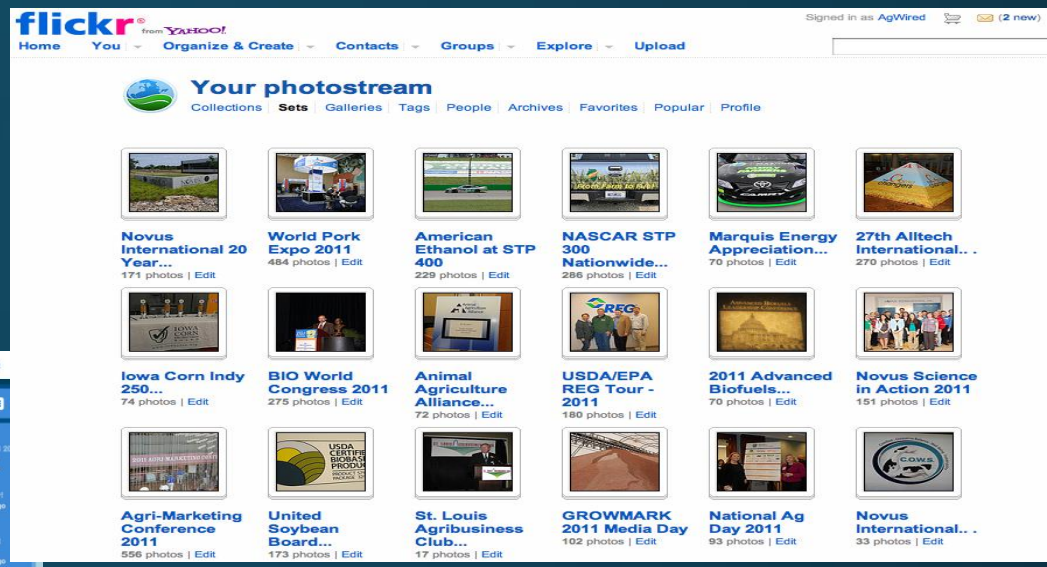
- Social media
- Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking , social bookmarking, social curation, and wikis are among the different types of social media. **Facebook, twitter, Google+, Wikipedia, linkedin, Reddit, Pinterest, Flickr**
- **Dropshipping**
- Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product, it purchases the item from a third party and has it shipped directly to the customer. As a result, the merchant never sees or handles the product.
- The biggest difference between dropshipping and the standard retail model is that the selling merchant doesn't stock or own inventory. Instead, the merchant purchases inventory as needed from a third party – usually a wholesaler or manufacturer – to fulfill orders.

B2C e-commerce transactions

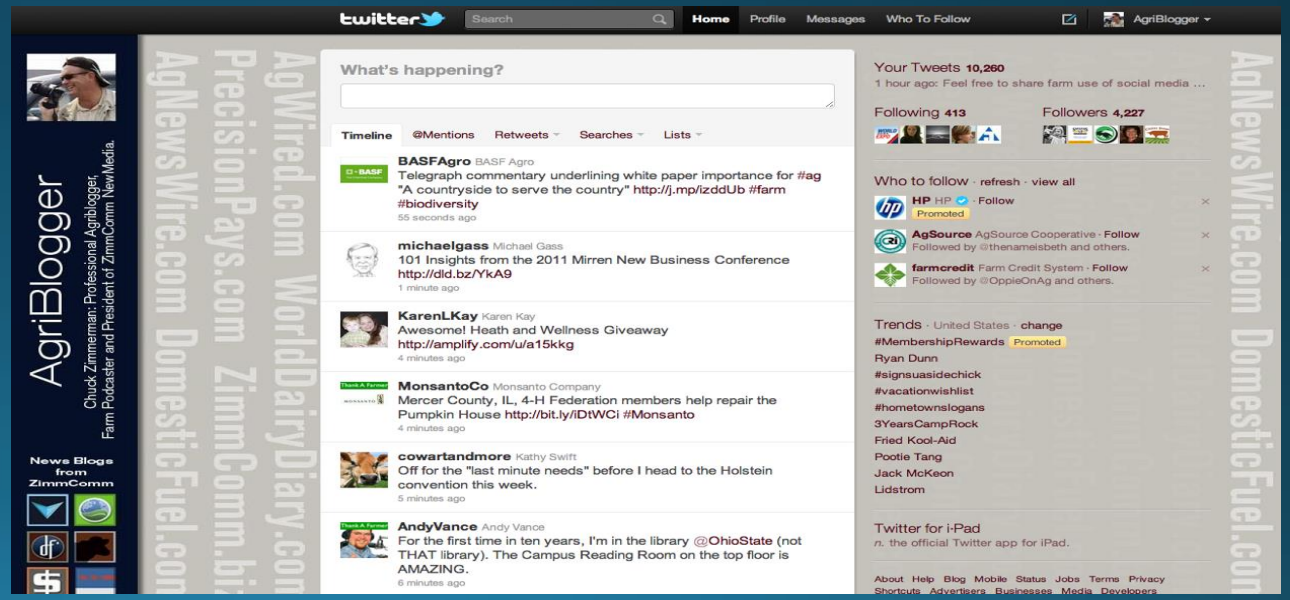


facebook
Search
Home
Profile
Account
Chuck Zimmerman
Edit My Profile
News Feed
Top News · Most Recent
Share: Status Photo Link Video Question
What's on your mind?
Chuck Cushman is now friends with Kay Ryon Daly and 21 other people.
about a minute ago
Linda Rogers is now friends with Matt Dedinas and 92 other people
3 minutes ago
Gary Marshall is now friends with George Swearingen Smith and 3 other people.
6 minutes ago
Bill Donald was tagged in Montana Stockgrowers Association's video.
Montana Stockgrowers Association
On this week's episode of Bill on Beef, learn about high input costs of beef production. The Montana Stockgrowers Association's members make a special appearance too!
Bill on Beef – Ep. 11 [HQ]
Length: 1:08
7 minutes ago · Share
News Feed
Messages
Events
Friends
Agchat Foundatio...
Ag Media Summit
Yalvaç Turizm Gr...
#AgChat
Utah FFA Associa...
More
App Requests
Contests
Game Requests
More
Friends on Chat
Upcoming Events
See All
What's the event?
9 event invitations
Birthdays: Neil Caskey, Sarah Fruit
Find More Friends
Chuck, Your Friends Are Waiting
The friend finder is better than ever. Try it.
Your Email
Email Password
Find Friends
Facebook won't store your password.
Sponsored
Create an Ad
Grow Your Business
Grow your business online by promoting it on Facebook. Reach your ideal customers with accurate targeting. Click to learn more.


YouTube
Search
Browse
Movies
Upload
Create Account
ZimmComm New Media
zimmcomm's Channel
Subscribe
All
Uploads
Favorites
Uploads (460)
Favorites (1)
Novus International 20th Anniversary - Thad Simons
Like
View comments, related videos, and more


flickr from YAHOO!
Signed in as AgWired
(2 new)
Home
You
Organize & Create
Contacts
Groups
Explore
Upload
Your photostream
Collections
Sets
Galleries
Tags
People
Archives
Favorites
Popular
Profile
Novus International 20 Year...
171 photos | Edit
World Pork Expo 2011
484 photos | Edit
American Ethanol at STP 400
229 photos | Edit
NASCAR STP 300 Nationwide...
286 photos | Edit
Marquis Energy Appreciation...
70 photos | Edit
27th Alltech International...
270 photos | Edit
Iowa Corn Indy 250...
74 photos | Edit
BIO World Congress 2011
275 photos | Edit
Animal Agriculture Alliance...
72 photos | Edit
USDA/EPA REG Tour - 2011
180 photos | Edit
2011 Advanced Biofuels...
70 photos | Edit
Novus Science in Action 2011
151 photos | Edit
Agri-Marketing Conference 2011
556 photos | Edit
United Soybean Board...
173 photos | Edit
St. Louis Agribusiness Club...
17 photos | Edit
GROWMARK 2011 Media Day
102 photos | Edit
National Ag Day 2011
93 photos | Edit
Novus International...
33 photos | Edit

LinkedIn
Account Type: Basic
Chuck Zimmerman
Add Connections
Home
Profile
Contacts
Groups
Jobs
Inbox 1
Companies
News
More
People
Advanced
As CEO, how can you do more with less? Vistage can show you how.
Share an update
Attach a link
Share
1 hour ago · Feel free to share farm use of social media with sunfl... · Like · Comment · More »
LinkedIn Today
See all headlines
8 Facebook changes marketers need to know -
Forget .com, here's .coke
CREATETHE GROUP Acquires Morpheus Media, Leading
All Updates · Shares · Groups · More
Search Updates
Rich Schell is now connected to Aunt Michelle mcclain
Send a message · 29 seconds ago
Lisa Jager Join us for a discussion on interviewing at the God's Grace Community Church Job Networking Group at Solid Grounds in Centennial at 9:00 am Tues., June 21. Hope to see you there!
Home :: Solid Grounds Coffee House :: 6504 S Broadway, Littleton,...
solidgrounds.org
A coffee shop built on community serving Kaladi Coffee. Come in and have a drink; sit back and relax.
Like · Comment · Send a message · Share · 2 minutes ago
David Mehlhaff is now connected to Dennis McCulloch, Elizabeth "Bettse" Folsom, Elisabeth DeCoursey, and 10 other people.
Send a message · 2 minutes ago
People You May Know
Loren Kruse, Editor in chief at Meredith
Connect
Sarahope Smith, Resource Conservation Manager at ESD 112
Connect
Nick Weber, Public Relations at Monsanto
Connect
See more »
The Ladders
Find $100K+ jobs in your area
FIND A GREAT JOB NOW »
Who's Viewed Your Profile?
5 Your profile has been viewed by 5 people in the past 15 days.
16 You have shown up in search results 16 times in the past 30 days.
Your LinkedIn Network


twitter
Search
Home
Profile
Messages
Who To Follow
AgriBlogger
AgriBlogger
Chuck Zimmerman: Professional Agriblogger, Farm Podcaster and President of ZimmComm NewMedia.
News Blogs from ZimmComm
What's happening?
Timeline
@Mentions
Retweets
Searches
Lists
BASFAgro BASF Agro
Telegraph commentary underlining white paper importance for #ag "A countryside to serve the country" http://j.mp/izddUb #farm #biodiversity
55 seconds ago
michaelgass Michael Gass
101 Insights from the 2011 Mirren New Business Conference http://dld.bz/YkA9
1 minute ago
KarenLKay Karen Kay
Awesome! Heath and Wellness Giveaway http://amplify.com/u/a15kkg
4 minutes ago
MonsantoCo Monsanto Company
Mercer County, IL, 4-H Federation members help repair the Pumpkin House http://bit.ly/iDtWCi #Monsanto
4 minutes ago
cowartandmore Kathy Swift
Off for the "last minute needs" before I head to the Holstein convention this week.
5 minutes ago
AndyVance Andy Vance
For the first time in ten years, I'm in the library @OhioState (not THAT library). The Campus Reading Room on the top floor is AMAZING.
6 minutes ago
Your Tweets 10,260
1 hour ago: Feel free to share farm use of social media ...
Following 413
Followers 4,227
Who to follow · refresh · view all
HP HP · Follow
Promoted
AgSource AgSource Cooperative · Follow
Followed by @thenameisbeth and others.
farmcredit Farm Credit System · Follow
Followed by @OppieOnAg and others.
Trends · United States · change
#MembershipRewards Promoted
Ryan Dunn
#signsuasidechick
#vacationwishlist
#hometownslogans
3YearsCampRock
Fried Kool-Aid
Pootie Tang
Jack McKeon
Lidstrom
Twitter for i-Pad
n. the official Twitter app for iPad.
About Help Blog Mobile Status Jobs Terms Privacy
Shortcuts Advertisers Businesses Media Developers
AgNewsWire.com DomesticFuel.com
AgWired.com WorldDairyDiary.com
PrecisionPays.com ZimmComm.biz

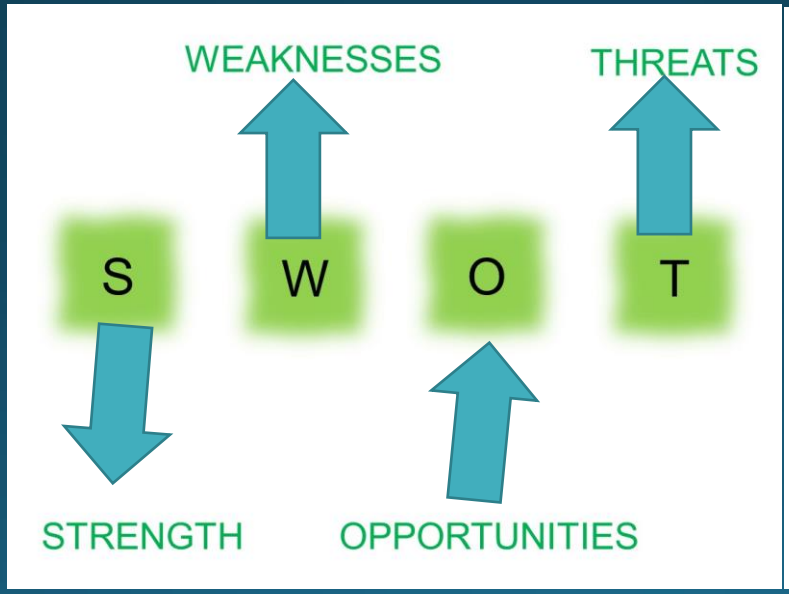
Social Media: “Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.”
via: Wikipedia

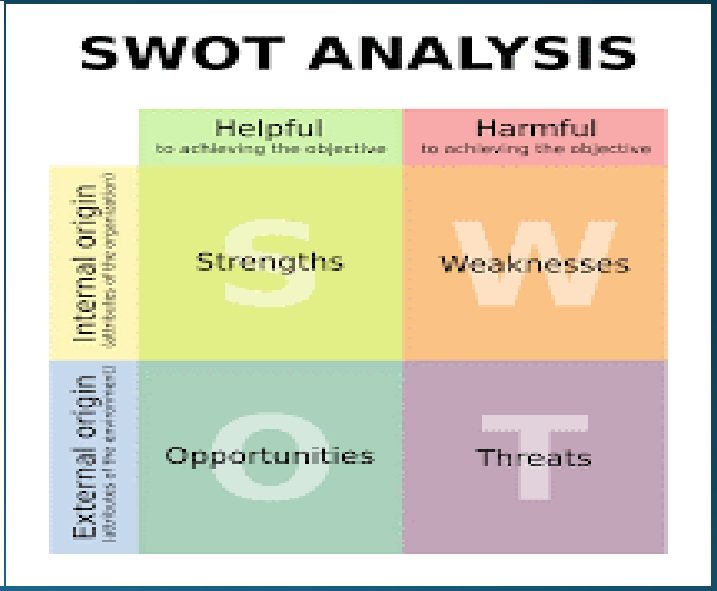
It’s an online conversation!

ADVERTISING
SOCIAL NETWORKING POTENTIAL
SMART PHONE
VIRAL MARKETING
VIDEO CLIPS
WORD OF MOUTH
INTERACTIVE GAMES
INTERNET

MARKETING ANALYSIS

- Situation analysis (internal and external factors)
- SWOT





SITUATION ANALYSIS

- A situation analysis identifies strategic options and opportunities
- A situation analysis involves
  - External factors: Macro environment (industry and competitive conditions)
  - Internal factors: Microenvironment (organization's internal situation and competitive position)
- External factors
  - Industry's dominant economic traits
  - Competitive forces
  - Competitive moves of rivals
  - Key success factors
  - Attractiveness of the industry

Situation Analysis

A market analysis will be made up of a range of factors relevant to the particular situation under review, but would normally include the following areas:

- **Actual and potential market size**
- **Trends**
- **Customer Segment**
- **Customer**
- **Distribution Channel**

Situation Analysis

- Consider the situation Kmart and Sears are currently facing.
  - What do we know about the company?
  - What do we know about its competitors?
  - Who does the company collaborate with?
  - What do we know about consumers?
  - What about context (environmental factors and trends)?

Strengths

Advantages
Capabilities
Resources, Assets, People
Marketing - reach, distribution, awareness

Weaknesses

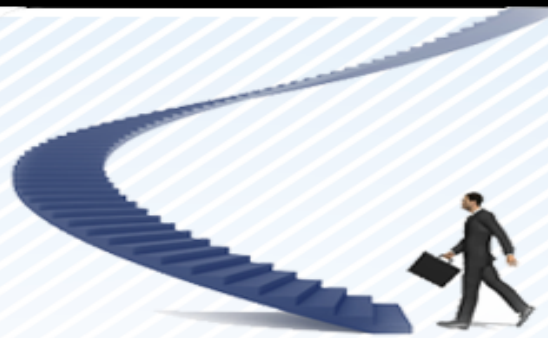
Lack of competitive strength
Financials
Our vulnerabilities
Timescales, deadlines and pressures
Continuity, supply chain robustness

Opportunities

Market developments
Business and product development

Threats

Environmental effects
Market demand
Obstacles



- What you can do well?
- How you stand apart from your competitors?
- Do you possess strong research and development capabilities?
- What internal resources do you have?
- What kind of tangible assets (capital, credit, distribution channels or technology) you own?

S
STRENGTHS

- Which areas need improvement to compete with your strongest competitor?
- What does your business lack?
- Are there any limited resources?
- Is your business in a poor location?

W
WEAKNESSES

- What opportunities exist in your market?
- How can these benefit?
- Is the perception of your business positive?
- Had there been any changes the market recently?

O
OPPORTUNITIES

- Who are your potential competitors?
- Which factors you need to control to prevent the risks \ to your business?
- Is there anything, deteriorating your revenues or profits?
- What threatens your marketing efforts?

T
THREATS

Walt Disney SWOT Analysis

S — Strengths

- Brand reputation
- Recent acquisitions
- Diversified businesses
- Market Leader in Animations

W — Weaknesses

- Changing Viewership Trends
- Decline of Cinemas
- Lack of Access To Web Viewership Platforms

O — Opportunities

- Chances Of Growth in Emerging Markets
- Rise Of Cheap Web Platforms
- Movie Production And Viewrship Oppurtunities in China

T — Threats

- Loss Of Revenue Due To Piracy
- Popularity of Competitor Companies
- Changing Animation Trends

SWOT ANALYSIS DIAGRAM FOR THE GAP

	POSITIVE	NEGATIVE
INTERNAL	**S Strengths** • Franchising opportunities • New store openings • Strong financial position • Strong multi-brand portfolio • Global brand recognition	**W Weaknesses** • Depending on outside vendors for its goods • Asset under utilization • Decreased return on assets and equity • Long term debt may hinder growth • Weak Global presence • Depending on older consumers
EXTERNAL	**O Strengths** • Market for Plus size women's apparel • Great opportunity for growth in Asia • Growing online retailing trends • Growth opportunity for GapKids	**T Threats** • Strong competition from rival companies • Increase in the market for counterfeit goods • Increase labor costs • Slow economic recovery

Made for PowerPoint

24point

UNI QLO

SWOT Analysis

SW

STRENGTHS

- Large-scale-store & Largest amount of store
- Research & Development
- High quality with reasonable price
- Effective distribution management
- Well-trained and helpful sales force

WEAKNESSES

- Low switching cost & lots of alternatives
- Plain design, lack fashion styles
- Low new releases' turnover rate

Internal factors

SWOT Analysis

- Strong purchase power in HK
- Brand loyalty and strong belief in brands' design of HK consumers
- CSR activities
- Brand building through Flagships

OPPORTUNITIES

- Fierce industry rivalry and intensive competition
- Unpredictable fashion trends
- Negative shocks from the global economic slowdown
- High and increasing rental expense

THREATS

OT

External factors

Positive

Negative

STRENGTHS
Established retail network and rich legacy of the brand ensuring supreme brand proposition
WEAKNESSES
Cost structure and diversified innovations in products
BURBERRY®
LONDON
SWOT ANALYSIS
OPPORTUNITIES
Global market penetration tand utilization of online marketplace
THREATS
The availability of substitute products and intense competition pressure and imminent threats

TOWS Strategic Alternatives Matrix

	External Opportunities (O) 1. 2. 3. 4.	**External Threats (T)** 1. 2. 3. 4.
Internal Strengths (S) 1. 2. 3. 4.	**SO** *"Maxi-Maxi" Strategy* Strategies that **use strengths** to **maximize opportunities.**	**ST** *"Maxi-Mini" Strategy* Strategies that **use strengths** to **minimize threats.**
Internal Weaknesses (W) 1. 2. 3. 4.	**WO** *"Mini-Maxi" Strategy* Strategies that **minimize weaknesses** by **taking advantage of opportunities.**	**WT** *"Mini-Mini" Strategy* Strategies that **minimize weaknesses** and **avoid threats.**

Porter's Five Forces Analysis

Threat of New Entry

- Economies of scale
- Proprietary product differences
- Brand identity
- Switching costs
- Capital requirements
- Access to distribution
- Absolute cost advantages
- Government policy
- Expected retaliation

Bargaining Power of Suppliers

- Differentiation of inputs
- Switching costs
- Presence of substitute inputs
- Supplier concentration
- Importance of volume to supplier
- Cost relative to total purchases
- Impact of inputs on cost or differentiation
- Threat of forward integration

Rivalry Among Existing Competitors

- Industry growth
- Fixed costs / value added
- Overcapacity
- Product differences
- Brand identity
- Switching costs
- Concentration and balance
- Informational complexity
- Diversity of competitors
- Corporate stakes
- Exit barriers

Bargaining Power of Customers

- Buyer concentration
- Buyer volume
- Buyer switching costs
- Buyer information
- Ability to integrate backward
- Substitute products
- Price / total purchases
- Product differences
- Brand identity
- Impact of quality / performance
- Buyer profits

Threat of Substitutes

- Relative price performance of substitutes
- Switching costs
- Buyer propensity to substitute

Porter's Five Forces Model of Competition

Threat of New Entrants

Barriers to entry
- Economies of scale
- Product differentiation
- Captial requirements
- Switching cost to buyers
- Access to distribution channels
- Other cost advantages
- Governement policies

Incumbants' defense of market share
Industry growth rate

Determinants of Supplier Power

Supplier concentration
Availability of substitute inputs
Importance of suppliers' input to buyer
Suppliers' product differentiation
Importance of industry to suppliers
Buyers' switching cost to other input
Suppliers' threat of forward integration
Buyers' threat of backward integration

Rivalry Among Existing Firms

Number of competitors (concentration)
Relative size of competitors (balance)
Industry growth rate
Fixed costs vs. variable costs
Product differentiation
Capacity augmented in large increments
Buyers' switching costs
Diversity of competitors
Exit barriers
Strategic stakes

Determinants of Buyer Power

Number of buyers relative to sellers
Product differentiation
Switching costs to use other product
Buyers' profit margins
Buyers' use of multiple sources
Buyers' threat of backward integration
Sellers' threat of forward integration
Importance of product to the buyer
Buyers' volume

Threat of Substitute Products

Relative price of substitute
Relative quality of substitute
Switching costs to buyers

DENIM

The threat of new entrants
HIGH
- Low entry barriers
- No specific government policies
- Several distribution channels

The bargaining power of suppliers
MEDIUM
- New emerging suppliers
- Impact of cotton price fluctuations

Industry Rivalry
HIGH
- Saturated market
- Low level of product differentiation
- Weak customer loyalty

The bargaining power of customers
HIGH
- Standardized products
- Low switching costs
- Transparency of information: Internet

Threat of substitution
HIGH
- The new fashion of leggings
- Good performance of substitute
- Climate conditions

Industry trends and opportunity (5 forces analysis)

New Entrant: moderate
Small stores: easy
Global stores: difficult
Low switching cost

Uniqlo's Position

Supplier Power: low
Many suppliers and cheap labor
(Uniqlo has long-term relations with suppliers)

Industry Rivalry: high
Matured market, substitutes and global players : intense competition

Buyer Power : high
Many choices and low switching cost, but possible to establish brand loyalty

Substitute : high
Cheaper fashion: cosmetics, accessories,
or cutback due to recession

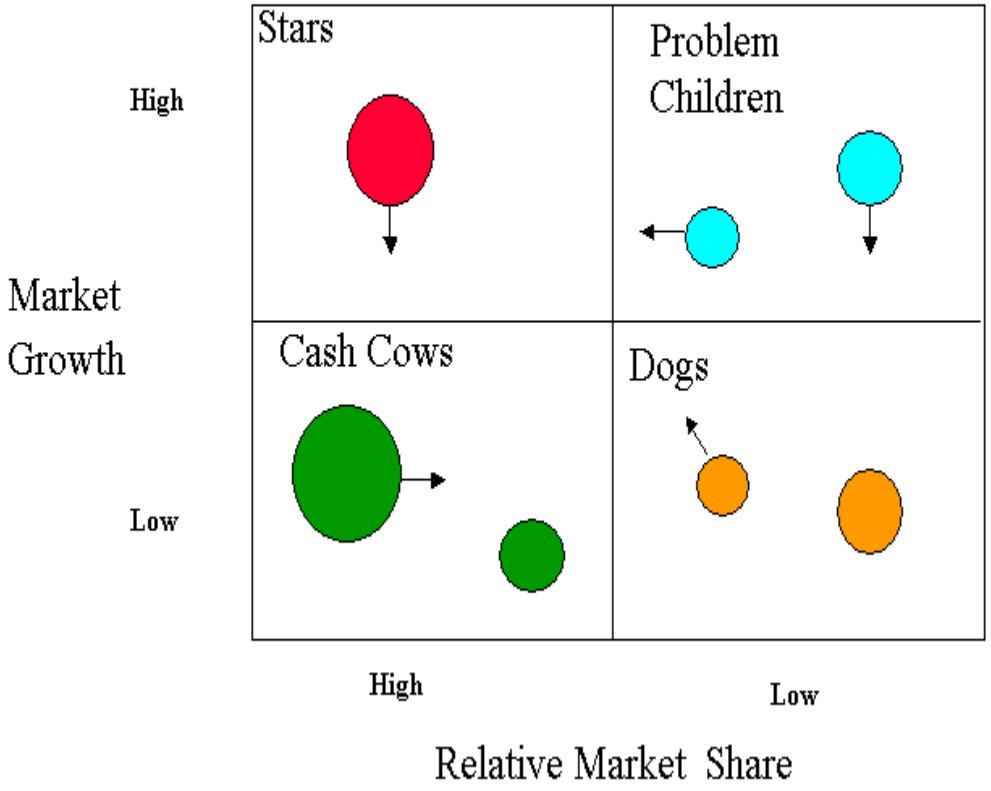
BCG Matrix for PowerPoint
Relative Market Growth Rate
High
Low
Star
Question Mark
Cash cow
Dog
high
Relative Market Share
low

STARS ***High*** *market growth rate* ***High*** *relative market share*	**QUESTION MARKS** ***High*** *market growth rate* ***Low*** *relative market share*
CASH COWS ***Low*** *market growth rate* ***High*** *relative market share*	**DOGS** ***Low*** *market growth rate* ***Low*** *relative market share*

Market growth rate

Relative market share

Boston Consulting Group Product Portfolio Matrix



The Boston Consulting Group (BCG)

- **Stars**: high growth, high-share business products. They often need heavy investments to finance their rapid growth. Their growth can be slow down to cash cows.
- **Cash cows**: low growth, high share business or products. These established and successful business unit, need less investment to hold their market share. Thus, they product a lot of cash that the company uses to pay its bills and support other units that need investment.
- **Question marks**: low share business units in high growth markets. They require a lot of cash to hold their share. Management has to think hard about which question marks it should try to build into stars and which should be phased out.
- **Lazy dogs**: low growth, low share business and products. They may generate enough cash to maintain themselves but do not promise to be large sources of cash.

ASSIGNMENTS

Please analyze the followings titles by using SWOT

- THAI FILM
- KOREAN FILM
- WESTERN FILM

MARKETING PLAN

EXHIBIT 1.2 Main Sections of a Marketing Plan

Section	*Description*
Executive summary	Briefly reviews the plan's highlights and objectives.
Current marketing situation	Summarizes environmental trends: • Internal and external situational analysis (products, markets, previous results, competitors, other environmental forces) • SWOT analysis (internal strengths and weaknesses, external opportunities and threats)
Objectives and issues	Outlines the specific marketing objectives to be achieved and identifies issues that may affect the organization's attainment of these objectives.
Target market	Explains the segmentation, targeting, and positioning decisions and analyzes the market and segments to be targeted through marketing strategy.
Marketing strategy	Shows the strategy to be used in achieving the marketing objectives.
Marketing programs	Lays out the programs supporting the marketing strategy, including specific activities, schedules, and responsibilities for: • Product • Price • Place (channel) • Promotion • Service • Internal marketing
Financial plans	Details expected revenues, expenses, and profits based on the marketing programs in the plan.
Implementation controls	Indicates how progress toward objectives will be measured and how adjustments will be made to keep programs on track.

DEFINITION OF MARKETING RESEARCH

Marketing Research:
Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.