

# 3 Marketing plan

**The purpose** is to determine the market capacity

**Structure of the marketing plan:**

1. Product / service description
2. Analysis of the dynamics of the market (the product of the industry in the country and the world)
3. Analysis of competition
4. Segmentation of the market
5. Development of advertising Activities
6. Calculation of capacity – in money



## 1. **Product / service description** is the results of:

- Visual observation
- Tactile sensations
- Smell, Color, Hearing
- Typical applications
- Advantages and disadvantages

Recommended:

- Location (proximity to markets, availability of infrastructure, availability of complementary goods / services)
- Description of the diversity of application
- Bring a graphic image (picture, photograph, etc.) indicating the size
- Description of the main consumers (target / s segments, their characteristics, profile, age, income level, purchasing habits, etc.)

## 2. Analysis of the dynamics of the market

### Information program for analysis:

- Quantitative parameters of the market: size, growth, share, stability of demand
- Qualitative market parameters: the structure of the needs, the motives of the purchase, the buying process, information relations
- Competition analysis: turnover / market share, strength and weakness, visible strategy, financial strength, quality of management
- Buyers' structure: number of customers, types of buyers / sizes, regional accents, specific industry accents
- Branch structure: number of sellers, kind of sellers, organizations / unions, capacity utilization, competition mentality
- Distribution structure: geographic, through distribution channels

## 3. Analysis of competition

### Market structure:

- Number of sellers / buyers
- Complexity of access to the market
- Type of technology (eg, profitability depending on the size of the enterprise)
- Communication with previous and subsequent stages
- Scale of product differentiation

### Behavior in the market:

- Price and quantitative policy
- Product policy
- marketing strategy
- Trends in collective behavior on the market

**4. Market segmentation** is the process of breaking down a larger target market into smaller, more homogeneous groups of customers that you can more efficiently market to. It can be consumer-oriented and business-oriented

- **Demographics** is one of the most common approaches to segmenting markets
- **Geographic** is used by companies that sell products or service specific to a certain community, state, region, country or group of countries
- **Psychographics** or lifestyle segmentation has become increasingly common as companies look to identify consumers based on interests and activities in lieu of demographics
- **Behavioral** segmentation is based on user behaviors, including patterns of use, price sensitivity, brand loyalty and benefits sought

## 5. Development of advertising

"Marketing slogans":

- Price - a component of the 2 parameters - the actual price and after-sales service. Accordingly, a low price may imply high costs for after-sales service and vice versa
- Sell not a product / service, but the benefits of using it
- If the "niche" (segment of the market) is correctly chosen, then the promotion costs are absent or minimal

**6. Market size estimation** (How to estimate market size: Business and marketing planning for startups // <https://www.marsdd.com/mars-library/how-to-estimate-market-size-business-and-marketing-planning-for-startups/>)

Step 1. Define your target customer

Step 2. Estimate the number of target customers

Step 3. Determine your penetration rate

Step 4. Calculate the potential market size: Volume and value

Step 5. Apply the market-size data



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