



# IMPROVE BUSINESS PRACTICE

NTQF LEVEL -III

# LEARNING GUIDE -74

<b>UNIT OF COMPETENCE: -</b>	<b>IMPROVE BUSINESS PRACTICE</b>
<b>MODULE TITLE: -</b>	<b>IMPROVING BUSINESS PRACTICE</b>
<b>LG CODE:</b>	<b>HLT MLT M015 LO4-LG-74</b>
<b>TTLM CODE:</b>	<b>HLT MLT TTLM 0919V1</b>

**LO4: Develop marketing plans**



## Instruction Sheet

## Learning Guide 74

This learning guide is developed to provide you the necessary information

regarding the following content coverage and topics –

- Identifying/refining target markets
- Selecting and developing Promotion tools
- Obtaining market research data
- Identifying benefits of products or services

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to –

- Review practice vision statement .
- Develop / review practice objectives .
- Obtain and conduct market research
- Identify / refine Target markets
- Develop practice brand
- Develop and select promotion tools

### Learning Instructions

1. Read the information written in the “Information Sheets”.
2. If you earned a satisfactory evaluation proceed to next module. However, if your rating is unsatisfactory, see your teacher for further instructions.



3. Read the “Operation Sheet” and try to understand the procedures discussed.

4. Practice the steps or procedures as illustrated in the operation sheet. Go to your teacher if you need clarification or you want answers to your questions or you need assistance in understanding a particular step or procedure

5. Do the “LAP test” (if you are ready). Request your teacher to evaluate your performance and outputs. Your teacher will give you feedback and the evaluation will be either satisfactory or unsatisfactory. If unsatisfactory, your teacher shall advise you on additional work. But if satisfactory you can proceed to the next Learning Guide.

<b>Information sheet 1</b>	<b>Review vision statement</b>
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#### **4.1. Review vision statement.**

The vision is the statement of what you are building. It describes the idea of your firm in a way that captures your passion for your business and inspires you. It is the picture of what the firm wants to be in three to five years. Although some advocate creating a vision with a much longer time-frame, with the pace of business today and the changing legal landscape, creating a shorter term vision can keep you inspired and won't become obsolete before it is reached.

The vision should be specific and include items such as culture, the ‘feel’ and atmosphere of the firm, the intangibles that customers can expect, as well as the ‘harder’ or more tangible aspects of the business, such as number of clients, gross profits, number of employees, number of offices, number and types of practice areas, etc.

#### **Crafting Your Vision Statement**

The vision describes your dream for your practice. Set no limits when initially exploring the vision statement – let yourself describe your vision in an expanded manner. It may help you see possibilities you might not otherwise have



recognized. Spend some time thinking about it before editing down to what you think is realistic or achievable. But remember when editing not to edit out your passion – that which makes you enthusiastic about reaching your vision.

<b>Self check 1</b>	<b>T/F</b>
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Directions: Answer all the questions listed below. Use the answer sheet provided in the next page.

I-True or False: Write TRUE if the statement is correct and write FALSE if the statement is wrong. (5pts. Each)

1. The vision is the statement of what you are building
2. Vision statement guide you to see possibilities you might not otherwise have recognized

### Answer Sheet

**Score =** \_\_\_\_\_

**Rating:** \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

I- T/F:

1. \_\_\_\_\_
2. \_\_\_\_\_



Information sheet 2	Develop/ review objectives
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## 4.2 Developing/ reviewing objectives

### 4.2.1 What are objectives?

Objectives are the specific measurable results of the initiative. Objectives specify how much of what will be accomplished by when. For example, one of several objectives for a community initiative to promote care and caring for older adults might be: "By 2024 (by when), to increase by 20% (how much) those elders reporting that they are in daily contact with someone who cares about them (of what)."

**There are three basic types of objectives.** They are:

- **Process objectives.** These are the objectives that provide the groundwork or implementation necessary to achieve your other objectives. For example, the group might adopt a comprehensive plan for improving neighborhood housing. In this case, adoption of the plan itself is the objective.
- **Behavioral objectives.** These objectives look at changing the behaviors of people (what they are doing and saying) and the products (or results) of their behaviors. For example, a neighborhood improvement group might develop an objective for having an increased amount of home repair taking place (the behavior) and fewer houses with broken or boarded-up windows (the result).
- **Community-level outcome objectives.** These are often the product or result of behavior change in many people. They are focused on change at the community level instead of an individual level. For example, the same



neighborhood group might have an objective of increasing the percentage of people living in the community with adequate housing as a community-level outcome objective.

It's important to understand that these different types of objectives aren't mutually exclusive. Most groups will develop objectives in all three categories.

Objectives should be **S.M.A.R.T. + C.:**

- *Specific.* That is, they tell *how much* (e.g., 10%) of *what* is to be achieved (e.g., what behavior of whom or what outcome) *by when* (e.g., by 2025)?
- *Measurable.* Information concerning the objective can be collected, detected, or obtained.
- *Achievable.* It is feasible to pull them off.
- *Relevant* to the mission. Your organization has a clear understanding of how these objectives fit in with the overall vision and mission of the group.
- *Timed.* Your organization has developed a timeline (a portion of which is made clear in the objectives) by which they will be achieved.
- *Challenging.* They stretch the group to set its aims on significant improvements that are important to members of the community.

#### 4.2.2 Why should you create objectives?

There are many good reasons to develop objectives for your initiative. They include:

- Having benchmarks to show progress.
- Completed objectives can serve as a marker to show members of your organization, funders, and the greater community what your initiative has accomplished.
- Creating objectives helps your organization keep focused on initiatives most likely to have an impact.
- Keeping members of the organization working toward the same long-term goals.



### 4.2.3 When should you create objectives?

Your community organization should create objectives when:

- Your organization has developed (or revamped) its vision and mission statements, and is ready to take the next step in the planning process.
- Your organization's focus has changed or expanded. For example, perhaps your organization's mission relates to care and caring at the end of life. You have recently been made aware of new resources, however, to positively affect the lives of those deeply affected by the death of a loved one. If your organization were to apply for this new grant, it would clearly expand upon your current work, and would require objectives as you developed your action plan.
- The organization wants to address a community issue or problem, create a service, or make a community change that requires:
  - Several years to complete. For example, your child health organization might hope to increase the percentage of students who finish high school - a task that may take several years to complete.
  - A change in behavior of large numbers of people. For example, your organization may be trying to reduce risks for cardiovascular diseases, and one of your objectives may be to increase the number of adults who engage in physical activity in your community.
  - A multi-faceted approach. For example, with a problem as complex as substance abuse, your organization may have to worry about tackling related issues, such as access to drugs, available drug rehabilitation services, legal consequences for drug use, etc., as well as reducing the prevalence (how often or how much) of drug use.



#### 4.2.4 How do you create objectives?

So once your organization has decided that it does wish to develop objectives, how do you go about doing so? Let's look at the process that will help you to define and refine objectives for your organization.

Define or reaffirm your vision and mission statements

The first thing you will need to do is review the vision and mission statements your organization has developed. Before you determine your objectives, you should have a "big picture" that they fit into.

#### **DETERMINE THE CHANGES TO BE MADE**

The crux of writing realistic objectives is learning what changes need to happen in order to fulfill your mission.

There are many ways to do this, including:

- *Research what experts in your field believe to be the best ways to solve the problem.* For many community issues, researchers have developed useful ideas of what needs to occur to see real progress. This information may be available through local libraries, the Internet, state and national agencies, national nonprofit groups, and university research groups.
- *Discuss with local experts what needs to occur.* Some of the people with whom you may wish to talk include:
  - Other members of your organization
  - Local experts, such as members of other, similar organizations who have a great deal of experience with the issue you are trying to change
  - *Agents of change*, or the people in a position to contribute to the solution. Agents of change might include teachers, business leaders, church leaders, local politicians, community members, and members of the media.
  - *Targets of change*, the people who experience the problem or issue on a day-to-day basis and those people whose actions contribute to





the problem. Changing their behavior will become the heart of your objectives.

- *Discuss the logistical requirements of your own organization to successfully address community needs.* At the same time your organization is looking at what needs to happen in the community to solve the issue important to you, you should also consider what your organization requires to get that done. Do you need an action plan? Additional funding? More staff, or more training for additional staff? This information is necessary to develop the process objectives we talked about earlier in this section.

**Self check 2**

**Written test**

### Answer the following question

1. Why should you create objectives?
2. When should you create objectives?
3. How do you create objectives?

### Answer Sheet

**Score =** \_\_\_\_\_

**Rating:** \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

#### I- short answer

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<b>Information sheet 3</b>	<b>Identify/refine target markets</b>
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### 4.3. Identifying/refining target markets

A **target market** is a group of customers within a [business's](#) serviceable available market at which a business aims its marketing efforts and resources. A target market is a subset of the total market for a product or service.

The target market typically consists of consumers who exhibit similar characteristics (such as age, location, income or lifestyle) and are considered most likely to buy a business's market offerings or are likely to be the most profitable segments for the business to service.

Once the target market(s) have been identified, the business will normally tailor the marketing mix (4Ps) with the needs and expectations of the target in mind. This may involve carrying out additional consumer research in order to gain deep insights into the typical consumer's motivations, purchasing habits and media usage patterns.

The choice of a suitable target market is one of the final steps in the market segmentation process. The choice of a target market relies heavily on the marketer's judgement, after carrying out basic research to identify those segments with the greatest potential for the business.

Occasionally a business may select more than one segment as the focus of its activities, in which case, it would normally identify a *primary target* and a *secondary target*. Primary target markets are those market segments to which marketing efforts are primarily directed and where more of the business's



resources are allocated, while secondary markets are often smaller segments or less vital to a product's success.

Selecting the "right" target market is a complex and difficult decision. However, a number of heuristics have been developed to assist with making this decision.

## Types of Markets

A market is simply any group of actual or potential buyers of a product. There are three major types of markets.

1. The consumer market. Individuals and households who buy goods for their own use or benefit are part of the consumer market. Drug and grocery items are the most common types of consumer products.
2. The industrial market. Individuals, groups or organizations that purchase your product or service for direct use in producing other products or for use in their day-to-day operations.
3. The reseller market. Middlemen or intermediaries, such as wholesalers and retailers, who buy finished goods and resell them for a profit.

## Selecting the target market

A key consideration in selecting the target markets is whether customer needs are sufficiently different to warrant segmentation and targeting. In the event that customer needs across the entire market are relatively similar, then the business may decide to use an undifferentiated approach. On the other hand, when customer needs are different across segments, then a differentiated (i.e. targeted) approach is warranted. In certain circumstances, the segmentation analysis may reveal that none of the segments offer genuine opportunities and the firm may decide not to enter the market.

When a marketer enters more than one market, the segments are often labeled the primary target market and the secondary target market. The primary market



is the target market selected as the main focus of marketing activities and most of the firm's resources are allocated to the primary target. The secondary target market is likely to be a segment that is not as large as the primary market, but may have growth potential. Alternatively, the secondary target group might consist of a small number of purchasers that account for a relatively high proportion of sales volume perhaps due to purchase value, purchase frequency or loyalty.

In terms of evaluating markets, three core considerations are essential:

- Segment size and growth
- Segment structural attractiveness
- Compatibility with company objectives and resources.

However, these considerations are somewhat subjective and call for high levels of managerial judgement. Accordingly, analysts have turned to more objective measures of segment attractiveness. Historically a number of different approaches have been used to select target markets. These include:

**Distance Criterion:** Under this approach, the business attempts to define the primary geographic catchment area for the business by identifying people who live within a predetermined distance of the business. For a retailer or service-provider the distance might be around 5 km; for domestic tourist destination, the distance might be 300km. This method is used extensively in retailing.

**Sales Criterion:** Using this method, the business allocates its resources to target markets based on historical sales patterns. This method is especially useful when used in conjunction with sales conversion rates. This method is used in retail. A disadvantage of the method is that it assumes past sales will remain constant and fails to account for incremental market potential.

**Interest Survey Methods:** This method is used to identify new business potential. Primary research, typically in the form of surveys, identifies people who have not purchased a product or service, but have positive attitudes and exhibit some interest in making a purchase in the short-term.



Although this method overcomes some of the disadvantages of other methods, it is expensive even when syndicated research is used.

**Chain ratio and indexing methods:** This method is used in marketing of branded goods and retail. It involves ranking alternative market segments based on current indices. Widely used indices are the [Category Index](#) and [Brand Index](#). The Category Index measures overall patterns within the product category while the Brand Index calculates a given brand's performance within the category. By dividing the Category Index by the Brand Index, a measure of market potential can be obtained.

<b>Self-Check 3</b>	<b>Written test</b>
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### Answer the following question

Essay:

1. Write steps to identify your market?
2. Write types of markets?

### Answer Sheet

**Score =** \_\_\_\_\_

**Rating:** \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

I- Enumeration:

1. \_\_\_\_\_
2. \_\_\_\_\_



## Information sheet 4

## Obtain market research data

### 4.4. Obtaining market research data

Marketing research can give a business a picture of what kinds of new products and services may bring a profit. For products and services already available, marketing research can tell companies whether they are meeting their customers' needs and expectations. By researching the answers to specific questions, small-business owners can learn whether they need to change their package design or tweak their delivery methods--and even whether they should consider offering additional services.

"Failure to do market research before you begin a business venture or during its operation is like driving a car from Texas to New York without a map or street signs," says William Bill of Wealth Design Group LLC in Houston. "You have known which direction to travel and how fast to go. A good market research plan indicates where and who your customers are. It will also tell you when they are most likely and willing to purchase your goods or use your services.

When you conduct marketing research, you can use the results either to create a business and marketing plan or to measure the success of your current plan. That's why it's important to ask the right questions, in the right way, of the right people. Research, done poorly, can steer a business in the wrong direction. Here are some market-research basics that can help get you started and some mistakes to avoid.

### Self-check 4

### Written test

### Answer the following question

Essay:

1. What is the main objective of obtaining market research data?



## Answer Sheet

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

### I- Essay :

1. \_\_\_\_\_  
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Information sheet 5

Obtain competitor analysis

### 4.5. Obtaining competitor analysis

Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats. Profiling coalesces all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy formulation, implementation, monitoring and adjustment.

Competitor analysis is an essential component of corporate strategy. It is argued that most firms do not conduct this type of analysis systematically enough. Instead, many enterprises operate on what is called “informal impressions, conjectures, and intuition gained through the tidbits of information about competitors every manager continually receives.” As a result, traditional environmental scanning places many firms at risk of dangerous competitive blind spots due to a lack of robust competitor analysis.



<b>Self-check 5</b>	<b>T/F</b>
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Directions: Answer all the questions listed below. Use the answer sheet provided in

the next page.

I-True or False: Write TRUE if the statement is correct and write FALSE if the

1. Competitor analysis in marketing and strategic management is the only assessment of the strengths and weaknesses of current and potential competitors.

### Answer Sheet

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

I- True /false:

1. \_\_\_\_\_

<b>Information sheet 6</b>	<b>Develop/ review market position</b>
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#### 4.6. Developing/ reviewing market position

There are different definitions of brand positioning, probably the most common is: identifying and attempting to occupy a market niche for a brand, product or service utilizing traditional marketing placement strategies (i.e. price, promotion, distribution, packaging, and competition).

Positioning is also defined as the way by which the marketers attempt to create a distinct impression in the customer's mind.





Positioning is a concept in marketing which was first introduced by Jack Trout ( "Industrial Marketing" Magazine- June/1969) and then popularized by Al Ries and Jack Trout in their bestseller book "Positioning - The Battle for Your Mind." (McGraw-Hill 1981)

This differs slightly from the context in which the term was first published in 1969 by Jack Trout in the paper "Positioning" is a game people play in today's me-too market place" in the publication Industrial Marketing, in which the case is made that the typical consumer is overwhelmed with unwanted advertising, and has a natural tendency to discard all information that does not immediately find a comfortable (and empty) slot in the consumers mind. It was then expanded into their ground-breaking first book, "Positioning: The Battle for Your Mind," in which they define Positioning as "an organized system for finding a window in the mind. It is based on the concept that communication can only take place at the right time and under the right circumstances"

What most will agree on is that Positioning is something (perception) that happens in the minds of the target market. It is the aggregate perception the market has of a particular company, product or service in relation to their perceptions of the competitors in the same category. It will happen whether or not a company's management is proactive, reactive or passive about the on-going process of evolving a position. But a company can positively influence the perceptions through enlightened strategic actions.

<b>Self –check 6</b>
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<b>T/F</b>
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Directions: Answer all the questions listed below. Use the answer sheet provided in the next page.

I-True or False: Write TRUE if the statement is correct and write FALSE if the wrong

1. The most common definitions of brand positioning is identifying and attempting to occupy a market niche for a brand.
2. Positioning is also defined as the way by which the marketers attempt to create a distinct impression in the customer's mind.



## Answer Sheet

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

I- True /false:

1. \_\_\_\_\_
2. \_\_\_\_\_

Information sheet 7	Developing practice brand
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### 4.7. Developing practice brand

As branding initiatives in higher education have emerged and evolved over the past two decades, the media-outreach segments of the plans often continue to miss the mark. The reason? The campus professionals who are responsible for strategic communication are often relegated to a back-seat role in the process, or are left in the dark until the branding campaign is ready to be rolled out.

My company is often brought in by the president's office or by the PR team (or both) after the fact to help a university refine the key themes identified through branding and to promote those aspects of a university's essence that move beyond advertising to represent what reporters, editors, and producers will actually consider for possible news coverage. We review branding plans, integrated marketing initiatives, and strategic communication plans and we see the same approach over and over again.

While the media-outreach portion of a branding campaign usually represents some of the project's greatest and most ambitious expectations, we find that this part of the plan is rarely developed with significant input from campus PR professionals, which is a huge mistake. Instead, it is often created by people who do not really understand how these expectations can be met.



The president's or chancellor's office, trustees and others often assume that the firms that perform branding possess a deeper skill set in external communication than the senior members of the campus PR team. Despite the talents, resources and collective experience that a branding firm brings to the table, this assumption is typically flawed. Unless they are a very recent hire, senior public relations professionals can provide an insider's perspective with accurate and extremely valuable input for the branding team. They should always be tapped to work in a partnership as a key player in the branding process.

If approached and executed the right way, branding campaigns can pay huge dividends. They can help an institution define and showcase its special place in higher education. Additionally, they often reveal specific gaps that may exist between the impressions of those on and off campus, and the return on investment to obtain this information and to craft an effective way to use it is generally good.

Because "branding" is such a powerful buzzword, some colleges and universities dive into a branding campaign for all the wrong reasons, and pursue expensive and overly ambitious branding initiatives that completely miss the mark. This can alienate key internal and external audiences, including faculty members and alumni.

The best-practice branding efforts typically succeed in answering the question: "Who are we really?" and then proceed to deliver a clear and strategic roadmap for colleges and universities to explain exactly what sets them apart. In positioning an institutional "brand" to the right audiences in the best possible ways, a university's brand identity must be true -- and it must also be clear and easy to understand. The best branding campaigns are those that are not only relevant and powerful, but those that showcase a college or university's identity accurately and consistently, and that really provide them with a long-lasting competitive advantage in the higher education marketplace.

The most successful branding approaches identify a specific "North Star" that can serve as a guide, a helpful beacon for integrated marketing, admissions, fundraising, advertising, media relations, and all outreach that serves to sustain and advance an institution of higher education.



In some cases, simply creating a campaign through which a consistent institutional image can be achieved via branding is in itself a wise investment of time and resources. This can serve to help a campus streamline and enhance the look and content of its web presence, as well as gain an otherwise elusive consistency in logos, letterhead, publications, brochures, and materials for its most important external audiences.

In some cases, smart branding can even go well beyond that, and can generate the type of attention, support, and understanding that may have been missing -- though desired by institutional leadership -- for years.

While the media-relations component of a branding campaign represents one of the most strategically important long-term assets, it frequently becomes the plan's weakest link. Why? This is usually because of the PR or media-outreach recommendations that are not there. Those that eventually do become incorporated into a branding initiative have usually been generated by those connected with branding consultants or other professionals, who somehow become tied to the project, who possess little or no real experience working with the media. They often confuse advertising with efforts to secure story placement -- and this is where many branding initiatives in higher education hit a snag.

In many cases, the recommendations for media outreach fall many miles short of reality. The suggestions offered in the official final branding document for campus PR initiatives simply don't line up with what can realistically be accomplished. The branding "action plans" often do not mention a strategy to identify and promote newsworthy themes, stories, messages, or ideas that truly resonate with the type of news media with whom these schools are seeking to connect.

University leaders should keep this in mind when the topic of media outreach comes up in the first ten minutes of a discussion with a branding consultant and a half-dozen university administrators, and their senior campus PR person is not among those at the table. It happens all the time. PR professionals owe it to their educational institutions to insist that they be involved in the branding effort early on. Those who are already stretched too thin should ask for and receive the additional support and resources from campus leadership that they need to play a crucial role in the branding process.



The branding committee might also be hesitant to fact-check -- or even fine-tune -- the PR or media-outreach recommendations made in a draft version of the brand strategy document with their PR department, for fear of alienating the key stakeholders whose input was solicited for the project. The result, then, is often a final institutional branding document that too often relies on random PR advice, nebulous goals, and off-target strategies and expectations.

Most campus branding initiatives include a great deal of engagement, and they cast a wide net in obtaining interviews and seeking input. Usually, the “key informants” whose opinions are solicited for the branding report include powerful alumni and other influential members of the larger campus community who typically argue that their institution is the “best-kept secret” in higher education. In many cases, these folks are among the first recruited to secure resources and promote the need for an institutional branding effort in the first place. Their views of the university can be quite lofty, and a much-needed reality check is something they may not welcome.

The branding campaigns that deliver the best results always involve bold leadership and tough decisions from the president’s office to streamline the process and keep things on track. Best-practice scenarios have typically also benefited from having a senior campus PR professional help guide the media-relations segment of the initiative. They understand change and the need for a good look in the mirror. In most cases, they also know their own campus, its players, programs, specific brand niche, and personality better than anyone else in the world.

<b>Self-check 7</b>	<b>Written test</b>
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**Answer the following question**

Essay:

1. Write different methods used to develop practice brand?
2. Define the term branding in your own word?



## Answer Sheet

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

### I- Essay:

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2. \_\_\_\_\_

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## Information sheet 8

### Identify benefits of products or services

#### 4.8. Identifying benefits of products or services

The distinction between the terms *benefits* and *features* is an important concept in developing and marketing a product or service. *Features* are characteristics that your product or service does or has. For example, some ovens include features such as self-cleaning, smooth stovetops, warming bins, or convection capabilities.

*Benefits* are the reasons customers buy the product or service. For example, the benefits of some ovens to buyers include safety, ease of use, affordability, or—in the case of many ovens that feature stainless steel casings—prestige.

Just like products, services differ from one another in having distinctive features and benefits, though these differences may not always be so obvious to potential customers. One building contractor may use master painters while a second uses laborers to paint. Both will tell you they do painting, but one has master painters (a feature) and produces a better-looking paint job (a definite benefit).



Every product or service has a purpose. For example, the purpose of an oven is to bake raw food, but not all ovens have the same features and benefits.

The uniqueness of a product or service can set it apart from the competition. Features can communicate the capability of a product or service. But features are only valuable if customers see those particular features as valuable. You want products or services with features which customers perceive as valuable benefits. By highlighting benefits in marketing and sales efforts, you'll increase your sales and profits.

It's important to remember that customers buy products and services because they want to solve a problem or meet a need. Consciously or unconsciously, your customers will always be asking the question, "What's in it for me?" Your product and service offerings have to deliver solutions and satisfy needs, or they won't be successful.

Given that benefits are ultimately more important to your customers than features, it is imperative that you understand the benefits your products and services provide, emphasize these benefits in your sales efforts, and update your products and services when new or additional benefits are desired by your customers.

Think about how automotive manufacturers advertise. To sell minivans, they don't emphasize the layout of the vehicle or its carrying capacity. They show images of happy families loading their kids, sports equipment, and toys into the vehicle. They emphasize the benefits above and beyond the features.

Here are some other examples emphasizing benefits beyond the features:

- A Web site shopping cart vendor who offers hosted solutions to medium-sized businesses can emphasize the convenience and time-savings of not having to maintain a Web site. It's selling convenience, not software.
- A carpet company might be more successful if it illustrated how its carpets could help create attractively decorated interiors. Pictures of



beautiful rooms could be more beneficial than a stack of carpet samples or a list of fabric features. It's selling beauty, not carpets.

- A consulting company might focus its marketing efforts by highlighting its end product—improved performance and increased profits—not its consulting methods. It's selling profitability, not consulting.
- A manufacturer of computer printers might emphasize less hassle or less wasted time rather than emphasizing reliability or quality. It's selling ease-of-use, not printers, and not quality.
- A salmon fishery might emphasize the health benefits of eating salmon. It's selling health, not fish.

### Self-check 8

### Written test

#### Answer the following question

Essay:

1. Write the distinction between the terms *benefits* and *features*?

#### Answer Sheet

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

#### I- Essay:

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#### **4.9. Selecting and developing Promotion tools**

The Promotional Planning is a process of optimizing the utilization of marketing tools, strategies, resources to promote a product and service with the intent to generate demand and meet the set objectives.

You probably can't afford a blimp, but you can find effective and creative ways to promote your initiative or organization. Creativity doesn't have to be expensive, and it isn't limited to advertising agencies and professional artists. The first person who thought of putting the name of a human service provider on a T-shirt wasn't a rocket scientist; she simply saw a good idea and jumped on it. You can do the same.

A promotion can take many forms. In its most general sense, it's a special event or a series of events or some other device that's used, either alone or together with other ongoing methods (regular listings in the "Human Service" column in Tuesday 's newspaper, for instance) to draw attention to your organization, generate interest in your issue, and/or raise money or membership or participation. A promotion might focus on the sale or distribution of a particular object (e.g. a T-shirt with your organization's logo or message on it) or on an out-of-the-ordinary event or series of events. The point of a creative promotion is to make as many people as possible stand up and take notice.



<b>Self-check 9</b>	<b>T/F</b>
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**Say True for the correct statement and False for the incorrect statement**

\_\_\_1. Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors..

\_\_\_2. Most campus branding initiatives include a great deal of engagement, and they cast a wide net in obtaining interviews and seeking input

\_\_\_3. promotion might focus on the sale or distribution of a particular object (e.g. a T-shirt with your organization's logo or message on it) or on an out-of-the-ordinary event or series of events.

**Answer Sheet**

**Score =** \_\_\_\_\_

**Rating:** \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

I- True /false:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_



<b>Operation Sheet-1</b>	<b>Procedures of Conducting market research</b>
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### **Techniques for- Conducting market research**

**Step 1- Identifiy and Define the Problem**

**Step 2- State Objectives of Research**

**Step 3- Plan the Research Design or Design the Research Study**

**Step 4- Plan the Sample**

**Step 5- Collection data**

**Step 6- Data Process and Analysis**

**Step7 - Formulate Conclude, Prepare and Present the Report**

<b>Operation Sheet-2</b>	<b>Procedures for identifying target market</b>
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### **Techniques for- identifying target market**

**Step One:** Identify the Problems You Solve

**Step Two:** Check Out Your Current Customer Base

**Step Three:** Research the Competition

**Step Four:** Decide on Specific Demographics to Target

**Step Five:** Take Account of Your Target Market's Psychographics

**Step Six:** Evaluate



Operation Sheet-3	Procedures for promotional tool
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**Techniques for- preparing promotional tool**

**Step 1- Identifiy and Define the Problem**

**Step 2- Establish and state Objectives**

**Step 3- Design of promotional mix**

**Step 4- Plan sales promotion program**

**Step 5- perform pre test**

**Step 6- Implement the activity**

**Step7 – Monitor and evaluate the overall progress**

LAP Test 1	Practical Demonstration
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Name: \_\_\_\_\_ Date: \_\_\_\_\_

Time started: \_\_\_\_\_ Time finished:

\_\_\_\_\_

**Instructions:** Given necessary templates, tools and materials you are required to perform the following tasks within 3-4 hour.

**Task 1. - identify target market**

**Task 2. Prepare promotional tool**



### List of references

1. <https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/create-objectives/main>
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4. [https://en.wikipedia.org/wiki/Target\\_market#Selecting\\_the\\_target\\_market](https://en.wikipedia.org/wiki/Target_market#Selecting_the_target_market)
5. <https://www.thebalancesmb.com/what-is-target-market-identification-2295569>
6. <https://businessjargons.com/wp-content/uploads/2016/03/promotional-Planning-Process.jpg>



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