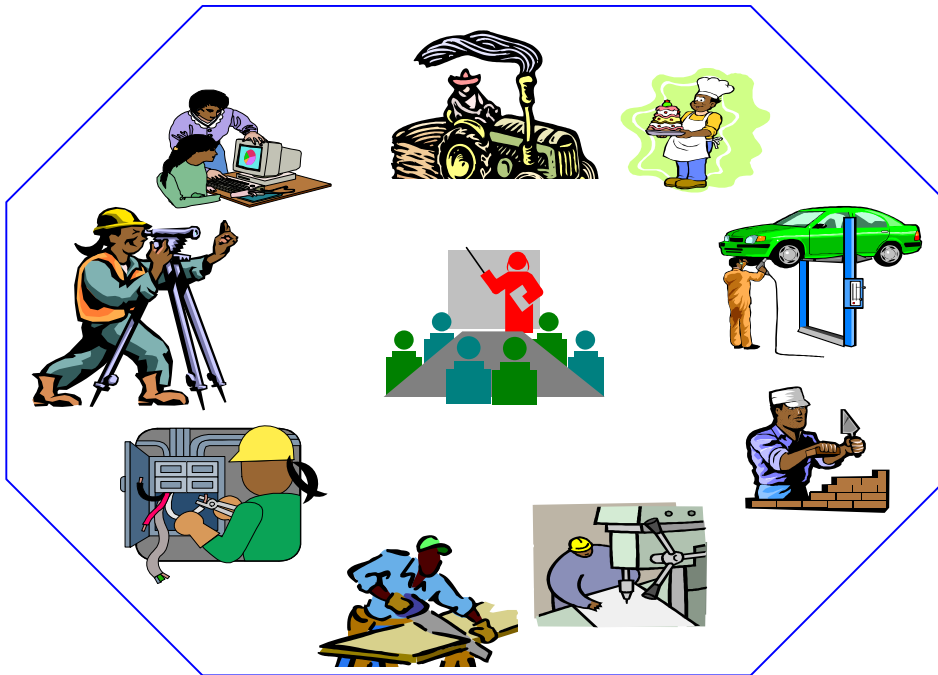




Advanced Apparel Production -Level-III

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Module Title: Performing Retailing and Sales Promotion

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**LG #52**

- **LO #1- Gather Specific Retailing Information**

- **Instruction sheet**

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Determining key factors on the success of retail business
- Segmenting retail customers
- Identifying purchasing behavior
- Identifying features and benefits of merchandize
- Identifying target market needs and expectations
- Analyzing current merchandising practices and trends.
- Identifying potential retail clients/customers and sales opportunities

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Determine key factors on the success of retail business
- Segment retail customers
- Identify purchasing behavior
- Identify features and benefits of merchandize
- Identify target market needs and expectations
- Analyze current merchandising practices and trends.
- Identify potential retail clients/customers and sales opportunities

Learning Instructions:



Information Sheet 1. Identifying potential retail clients/customers and sales opportunities

1.1 Identifying potential retail clients/customers and sales opportunities

- **THE BENEFITS OF UNDERSTANDING YOUR CUSTOMERS**

Understanding your customers helps you to sell more. The more you know about them and their needs, the easier it is to identify opportunities to sell them new products and target them with appropriate offers.

Profiling existing customers also makes it easier to find new ones. You can look for similar prospects, and sell to them in a similar way.

However, you must make sure that you comply with data protection regulations for any personal information on existing and potential customers that you collect, keep and use. There are specific rules for e-commerce.

You can use the information you have on customers to improve efficiency. Keeping a central record of customer details and sales reduces errors and speeds up transactions.

You can also improve customer service. Better access to information helps you deal with customers more quickly. You can tailor product offerings and provide personalized treatment. The right information makes it easier to identify and resolve any problems.

Finally, understanding your customers helps your planning. You can predict what they will buy, and estimate how much stock you need. Linking customer management to purchasing can dramatically improve profitability.



- **MARKET MORE EFFECTIVELY**

The more you know about your customers, the more effectively you can market to them.

Understanding your customers lets you tailor your marketing to different segments. You can ensure that each customer gets the right marketing messages, at the right time. Advertising and other promotions can be more effective if they are targeted.

This also affects the type of media you use. For example, if you market to 15-24 year olds, you might consider marketing via text messaging, using "viral" emails or by sponsoring music events. Viral marketing or "refer-a-friend" email campaigns allow people to forward on promotional emails to friends, thereby increasing market reach for your business. But remember you must comply with privacy and e-commerce rules for emails and texting.

You can also sell more effectively. Understanding your customers helps you see which of their needs your product can satisfy. You may, for example, be able to up-sell, explaining why a higher priced product would suit them better. You may also find opportunities to cross-sell other products that fit their profile. For example, if you know why they are buying a particular product, you can tell which other products they may also need.

Technology can help automate some of these processes. For example, you can set up different mail shots or emails to go to different customer segments. E-commerce software can allow you to offer discounts to particular customer groups, or send selected customers "e-coupons" to use in your online store.

An important part of effective marketing is customer service. See the page in this guide on how to enhance the customer experience.



• IDENTIFY YOUR CUSTOMERS

The first step of customer research is identifying your customers. Your market research should help you understand your potential customers. Further customer research can help you develop a more detailed picture of them and understand how to target them. It will also highlight key characteristics your customers share, such as:

- ✓ Gender
- ✓ Age
- ✓ Occupation
- ✓ Disposable Income
- ✓ Residential Location
- ✓ Recreational Activities.



browser or a mobile device. This helps retailers learn more about which types of device users are more likely to frequent stores and are easier to engage with.

- ✓ **Location:** Companies can look at factors like customers' postal codes and distance from the closest store to make a number of predictions. This retail customer segmentation data lets retailers look at where customers live in relation to their store and competitors', as well as look further into various regional shopping trends.
- ✓ **Income levels:** Shoppers' income levels can be segmented in various ways, including by postal code, state, age, gender, and more. This data can help retailers optimize their email marketing campaigns by advertising specific products to customers based on their income level.
- ✓ **Gender:** Men and women tend to have different needs and shopping patterns, and arranging customers by gender helps businesses look at these patterns and come up with effective marketing tactics. Gender groupings are also helpful when promoting male and female-specific products online.
- ✓ **Age:** Retailers can make a number of predictions about customers based on their age. For example, millennial are more receptive to online marketing strategies, whereas baby boomers may be loyal to a specific brand and are typically more affluent.



Self-Check 2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 5 point)

1. Customer segmentation allows retailers to pinpoint their marketing strategies and deepen customer loyalty.

A. True

B. False

2. Without the help of customer segmentation, marketers can customize their efforts based on the preference of their customers.

A. True


B. False

II. Give short answer (each 5 point)

1. List out the seven most popular customer segments used in retail marketing?

 _____

 _____

 _____

Note: Satisfactory rating 100% and above Unsatisfactory

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet 3: Identifying Purchasing Behavior

3.1 Identifying Purchasing Behavior

- **How to Identify Customer Buying Behaviors**

While any amount of foot traffic is good, your business needs buying customers. So, figure out a few buying behaviors to convince your customers to buy your business, product, or service. To identify buying behaviors, find out as much as you can about the people who buy your product or service: including their attitudes towards consumerism, beliefs, purchasing patterns, and behaviors.

- ✓ **Define who isn't a prospect for your product.** Sometimes, the easiest way to start your customer profiling is to think about who isn't likely to buy from your business.
- ✓ **Look at what your customers have in common.** Particularly, study the tendencies of your best customers — the ones who account for the fewest service problems and the greatest profits. Make a list of their common traits by answering the following questions:
 - Do they buy on impulse or after careful consideration?
 - Are they cost-conscious or more interested in the quality and prestige of the purchase?
 - Are they loyal shoppers who buy from you on a frequent basis, or are they one-time buyers?
 - Do they buy from your business exclusively, or do they also patronize your competitors?
 - Do they reach you through a certain channel — for example, your satellite office or your Web site — or do they contact you via referrals from other businesses or professionals?



- **TYPES OF CONSUMER BEHAVIOR**

There are four main types of consumer behavior:

- **Complex buying behavior**

This type of behavior is encountered when consumers are buying an expensive, infrequently bought product. They are highly involved in the purchase process and consumers' research before committing to invest. Imagine buying a house or a car; these are an example of a complex buying behavior.

- **Dissonance-reducing buying behavior**

The consumer is highly involved in the purchase process but has difficulties determining the differences between brands. 'Dissonance' can occur when the consumer worries that they will regret their choice.

Imagine you are buying a lawnmower. You will choose one based on price and convenience, but after the purchase you will seek confirmation that you've made the right choice.

- **Habitual buying behavior**

Habitual purchases are characterized by the fact that the consumer has very little involvement in the product or brand category. Imagine grocery shopping: you go to the store and buy your preferred type of bread. You are exhibiting a habitual pattern, not strong brand loyalty.

- **Variety seeking behavior**

In this situation, a consumer purchases a different product not because they weren't satisfied with the previous one, but because they seek variety. Like when you are trying out new shower gel scents.



Information Sheet 4: Identifying Features And Benefits Of Merchandize

4.1 Identifying Features And Benefits Of Merchandize

- **What is merchandising?**

Merchandising is the promotion of the sale of goods that can employ pricing, special offers, display and other techniques designed to influence consumers' buying decisions. The concept of merchandising is based on presenting products at the right time, at the right place, in the right quantity and at the right price to maximize sales.

- **THE IMPORTANCE OF MERCHANDISING**

- ✓ **Variety:** Merchandising can show customers the variety you have within your store so they have a good selection of products to choose from.
- ✓ **Product placement:** With a great merchandising strategy you can place additional products within your customer's reach, both on and off line, for them to buy.
- ✓ **Promoting:** Placing your onsale products in a specific area on your website, or in store, means that people will be more willing to browse products around it.

- **BENEFITS OF MERCHANDISING**

Since merchandising is all about selling, the ultimate benefit of effective merchandising is higher sales and better profit. Stores that manage to create a seamless shopping experience and effectively guide consumers to purchase completion, enjoy an array of benefits including:

- ✓ Higher profits
- ✓ More satisfied shoppers
- ✓ More engaged buyers (longer on-site time)
- ✓ Faster inventory turnover
- ✓ Increased brand loyalty
- ✓ Increased brand recognition



Goods that are in demand for a very short period of time. It can be said as fashion which lasts for a very short period of time. It is risky to store such goods in bulk quantity as there is no guarantee regarding duration of demand.

✓ **Seasonal:**

Goods that are demand in particular seasons. Based on weather features, we can classify seasons as Monsoon, Summer, Winter accordingly specific products like, Umbrella, Sweaters, Cool Goggles, soft drinks, Ice creams etc., are demanded accordingly the product is to be stored. Similarly season of festivals, marriage have its own demand for sweets, Jewelers, Clothing, etc.



Note: Satisfactory rating 100% and above Unsatisfactory

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet 5: Identifying target market needs and expectations

5.1 Identifying Target Market Needs And Expectations

- HOW TARGET MARKET IDENTIFICATION WORKS

No matter how broadly appealing you think your product or service is, not everyone will need or want to buy it. And gearing your marketing efforts toward the overall market (be it the consumer, industrial, or reseller market) can waste time and money. To maximize your reach and profits, you may want to consider a targeted marketing approach where you identify a smaller target market from the overall market and focus your marketing mix on that market.

Target market identification broadly involves identifying why a customer would want to buy from you, breaking down the overall market into different market segments based on shared characteristics, and then choosing the most feasible, profitable market segment or segments as the target market for your marketing mix.¹

For example, let's say you run a local luxury men's formal wear shop. Your customer isn't the entire consumer market or even every man. Rather, you might divide the overall market into segments based on geographic, demographic, and psychographic characteristics, focusing on high-income men who are within a 10-mile radius, between the age of 25 and 50, and desire status. You can then focus your marketing mix on that target market to better reach the men who actually need or want your products.



• BENEFITS OF TARGET MARKET IDENTIFICATION

The advantages of identifying a target market include:

- ✓ **More effective marketing mix:** If you know who your customers are, you can tailor the product, price, and distribution channels to better meet their needs and desires.
- ✓ **Helps you choose the right marketing channels:** With a target market in mind, you can promote your products or services to customers where they are, be it by posting on a given social media platform or placing ads in a part of town where people in your target market regularly frequent.
- ✓ **Uses limited time, money, and resources more efficiently:** Promoting to a narrower target market as opposed to the overall market allows you to allocate your hours and dollars more efficiently on the people who are most likely to need or want to buy from you.
- ✓ **Maximizes sales and profits:** All of the above factors can boost the appeal and reach of your marketing mix, which can boost the volume of sales and improve your bottom line.

Your company's target market is the customers most likely to purchase your products. Target markets are usually defined through various demographics, usage patterns, benefits desired or geographic segments, according to the Small Business Administration. Demographics include age, income and family size.

Usage pertains to how frequency of visits or patronage. Customers also have desired benefits for using products, such as to feel better or lose weight. In addition, customers in different geographical regions may have certain reasons why they buy your products. The key is to develop a typical profile of your average customer and determine primary needs.

- Create a list of your customers' names and addresses.



Find a way to collect customer names, addresses, phone numbers and email addresses. Create a frequency card or loyalty program to collect names and addresses. Have people fill out an application to register for the frequency card program. Provide customers with a magnetic stripe card that usually cost about 50 cents each. Program your customer names and the cards in your register so you can track their purchases. Hire a marketing consulting firm if you need help with the frequency card program, or use cardboard cards and stumpers in lieu of frequency cards.

- Reward your customers according to their purchases in the frequency program. Provide customers with discounts based on the volume of their purchases, for example. Use the customer list, however, to construct your list of customer names and addresses.

- Plan to conduct a survey among customers.

Decide which methodology you will use to conduct the survey, including phone, mail or email. Use phone or email surveys if you want to elicit the quickest response rate. Plan to survey at least 300 customers as this sample size should provide you with reliable or predictable data.

- Write a questionnaire for your survey.

Include questions that ask the customers what features they need or want in products, or services they need. Include questions related to the price range in which customers are willing to pay. Write questions that inquire about new product requests from customers. Add a question that inquires how often customers purchase items from your store or company. Include questions about each customer's sex, age, income, family size, education and career.

- Hire a marketing research agency to conduct your surveys, as it will have more experienced people.

Request data tables from the research agency when it completes the surveys. Ask the marketing research agency to provide cross-tabulations on the results. Run results of the surveys by age, income or usage rates, for example, to better segment the data.



- Analyze the data to determine the overall needs of your target market. Find out what additional products they may want, for example. Use the cross-tabulations to create a customer profile of your best customers, then particularly focus on their needs.



Self-Check 5	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 2 point)

1. List out the advantages of identifying a target market?

✚ _____
✚ _____
✚ _____
✚ _____

Note: Satisfactory rating 100% and above Unsatisfactory

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet 6: Analyzing Current Merchandising Practices And Trends

6.1 Analyzing Current Merchandising Practices And Trends

It is becoming common today for merchandisers to utilize video systems to generate consumer interest in their products. The typical system displays images of a number of items in a fixed sequence. Some systems allow the user to select a particular group of items for review. For instance, the user may be offered the option of viewing any one of several styles of furniture. However, even in these systems the menu of selections available is fixed and the group of products selected is always presented in the same sequence. One of these known fixed menu systems will provide specifications if more detail about an item is requested, and will check a main frame computer memory to determine if a product is available, but again the order of presentation of items is fixed.

One system in use allows the user to indicate what features of a given product are most important and then selects items for presentation based on those features. For instance, if a user is interested in television sets and indicates a particular interest in 13 inch color sets, with remote control and selling for less than a given price, the system will attempt to find items meeting those specifications for display. If none are found, the least important features are successively dropped, without the knowledge of the user, until a match is found. Again, however, the sequence in which items meeting the selected specifications are presented to the consumer is always the same.

As the number of items in the system and their diversity increase, it is possible to discourage users who have particular interests, by making them view the fixed sequence of items, many of which have little appeal to them, before items are presented which may be of interest. It would be desirable therefore to be able to identify the type of person using the system in order to present first items which will most likely appeal to that type of person. However, it has been found that if persons are asked directly for information about themselves which would be helpful in determining what type of



products would appeal to them, such as age, income bracket et cetera, the results are often not very reliable.

It has been determined that certain types of persons tend to shop at certain times. However, the trends are not so well defined that a rigid system can be reliably based upon them.

It is therefore, the primary object of the present invention to provide apparatus and a method for displaying items to the users of video merchandising systems which adapts to the pattern in which different types of persons shop.

It is also an important object of the invention to provide such an apparatus and method which induce such shopping patterns from the responses of users without directly asking them for the desired information.



Self-Check 6	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 2 point)

- 1. It is becoming common today for merchandisers to utilize video systems to generate consumer interest in their products.
 - A. True
 - B. False

Note: Satisfactory rating 100% and above Unsatisfactory

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet 7: Determining Key Factors On The Success Of Retail Business

7.1 Determining Key Factors On The Success Of Retail Business

Anyone who has ever run a retail business knows that it can feel a little (or a lot) like a roller coaster. There are so many different factors that go into overall success of a retail business and many of them aren't directly under the business owner's control.

Still knowing the cause of a disappointing (or exceptionally good) quarter can help you plan your strategy and stay in business even during the tough times. These 5 variables are factors every business owner should pay attention to, since they all affect how and what consumers buy.

- COMPETITION**

Being the only vendor of a product is something every retailer wants—they want to be the place to buy, to offer unique value to customers. Consumers, on the other hand, want options—competition what keeps prices in check and allows consumers to have a say in what's offered.

Healthy competition isn't detrimental to a business, but many retailers are seeing changes in how competition affects their sales in the information age.

Now, consumers can easily price check and order online—which can drive down prices and make it more difficult for retailers to make a profit. About 8 in 10 shoppers make at least some of their purchases online, which is why retailers need to understand both the competition down the road—and the competition on the web.

- POLITICAL CLIMATE**



You might be surprised to learn that the political climate and election results can have an impact on certain sectors of the retail market, but statistics show that they do. One example of this effect is in the firearms industry.

During the Clinton and Obama administration, more firearms were manufactured than during the two Bush presidencies. More than 10 million guns were manufactured during 2013—more than double the peak of any Bush presidency year. While politics may not have the biggest impact on retail sales, they do seem to play a role.

• STATE OF THE ECONOMY

When people are feeling confident about their job prospects and the economy, they buy more. That, in turn, drives even more economic growth, resulting in a healthy economy. In December of 2017, retail sales were up 5.5% from the previous year, totaling \$5.7 trillion for 2017. Since retail sales up by 3% or more overall indicate robust economic growth, overall sales are a good indicator of how our economy is doing as a whole. During downturns, most retail businesses suffer—along with everyone else.

• TRENDS

Consumer trends are important for businesses to pay attention to, because these shifts can have lasting impact on a business's success. For example, many consumers are concerned about how retail products affect the environment, and are more interested in sustainable options when shopping.

Businesses that provide products which are harmful to the environment, or come in bulky, unnecessary packaging lose out on the business opportunity presented by this trend. The same is true for brick-and-mortar vs. online shopping.

Customers still shop in store—but they like to have the option of shopping online. Companies that adapt to consumers' preferences can survive and thrive, however. The good news? These shifts tend to happen slowly, giving retailers time to react.

• TECHNOLOGY



The articles must be exhibited in such a way that the eye can detect every detail put at the window.

The counter display reminds the customers what to buy, in fact, it induces them to buy.

- **Credit Facility**

In Modern Times providing credit, facilities have also become necessary, for which the retailer should know the financial position of his customers and their habits also.

- **Competitive Pricing**

The competitive prices must be determined.

They should be lower than the other retailers' prices.

Prices must be based on the quality of goods and market price levels.

- **Provision of Services**

To be successful, the retailer should provide many free services like home delivery, change of faulty goods, the return of money, the grant of credit, maintenance, and repair facility, etc.

This will improve the competitive strength of the business.

Service also includes friendly, knowledgeable self-help, liberal return policy, and ample post sale service.

- **Proper Advice**

The retailer must also provide proper guidance and advice to customers in relation to his buying problems.

He must be helped to buy the right kind of product according to his needs and financial capacity.

He must be given the best solutions to his buying of problems.

- **Cooperative Behavior**

The retailer must follow the policy of “the customer is always right.” He is the king of the market.

Hence, the behavior of the retailer must be courteous, cooperative and humane.

- **Honesty**



The retailer should accept that 'honesty is the best policy'.

He should not indulge in antisocial for wrongful practices like hoarding, profiteering, adulteration, charging high prices, and cheating the customers.

Bonus: 13 Types of Wholesalers in Marketing (Explained).

- **Efficient Management**

It is said that "to enter retailing is easy, to fall is even easier." And failure happens due to mismanagement.

Hence, the management of retailing must be efficient by better planning, organization, and control.

High efficiency can be obtained by proper selection, training, and motivation of Sales force.

- **Innovation**

Retailing is a dynamic field. The retailing first must always innovate its interior layout, stock, decoration, display, selling, procedures, and shop environment.

It must change with changing demographics, technology, and industry structure.

Largely due to competition, it must add experimentation.

It must experiment with non-traditional locations and with modified formats. It must introduce Novelty and convenience.

- **Identification of Market**

The retailer who is able to identify a market niche and meet consumer expectations will farewell.

Retailers who try to be all things to all people, or who miss a key component, will be washed away in a tidal wave of competition.





Self-Check 7	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Choose the best answer (each 2 point)

1. List out factors affecting retailing business?

 _____

 _____

 _____

 _____

Note: Satisfactory rating 100% and above Unsatisfactory

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____

**LG #53****• LO #2- Determine Marketing Mix****• Instruction sheet**

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Balancing product mix, volumes and pricing
- Evaluating costs and benefits of using different distribution channels
- Determining the marketing mix
- Considering customer needs and preferences
- Determining promotional activities
- Determining marketing mix according to market and business needs

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Balance product mix, volumes and pricing
- Evaluate costs and benefits of using different distribution channels
- Determine the marketing mix
- Consider customer needs and preferences
- Determine promotional activities
- Determine marketing mix according to market and business needs

Learning Instructions:

Read the specific objectives of this Learning Guide.

1. Follow the instructions described below.
2. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
3. Accomplish the “Self-checks” which are placed following all information sheets.
4. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
5. If you earned a satisfactory evaluation proceed to “Operation sheets
6. Perform “the Learning activity performance test” which is placed following “Operation sheets” ,
7. If your performance is satisfactory proceed to the next learning guide,
8. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”.



Information Sheet 1. Balancing Product Mix, Volumes And Pricing

1.1 Balancing Product Mix, Volumes And Pricing

A recent survey by global consultancy Simon-Kucher & Partners among 83 senior managers in the chemical and construction industries reveals lessons and advice on actions.

According to the survey results, securing margins is the cornerstone of management activities during the downturn - 63% of the senior managers considered protecting margins as more important than defending market share and 43% stated that maintaining prices is even more important than reducing costs.

Of course, costs must be adjusted, especially in a downturn, but this crisis is too serious to react to by cutting costs only. All three profit drivers (price, volume and cost) must be used to the fullest extent.

For pricing, this means strictly defending prices and fighting against any price decrease. Keeping gross list prices stable, reinforcing value selling and boosting services are means to defend prices.

Price defense can also mean effectively and proactively managing decreasing prices. Achieving a smaller price decrease than the competition is a success in a downturn. An under-proportionate decrease of prices, when raw material costs drop, is a success in a downturn.

In order to defend prices, it is important to relieve volume pressure from the market. Still, 39% of the managers interviewed consider protecting volume to be more important than protecting market share.



Volume management becomes vital in a downturn. If a company pushes too much volume into the market, prices and margins will inevitably erode. It is a common misconception that lower prices will prevent volume losses in a downturn.

The result is different. Competitors will follow, prices drop across the board, margins decrease but the overall market share does not change. A downturn means that less volume is sold for the same price.

To effectively manage volume targets and protect market share, a fundamental understanding of the "deserved" market share is required.

By "deserved," we mean a share that is based on a company's capabilities to serve a market, for example, via its capacities and relative distances to markets or customers, through market access via their own sales organization or investments in sales channels or through innovations.

The adjustment of volumes and price defense mechanisms only works if the market understands. Communication is essential.

- **There are four basic rules to relieve volume pressure in the market:**
 - ✓ Clearly Communicate Supply Reduction And Stick To It
 - ✓ State That Market Share Is Being Defended
 - ✓ Make Every Effort To Avoid Price Aggression
 - ✓ Prepare Selected Counter-Actions To Show Ability Of Defense

Three out of four interviewed managers see this primarily as the responsibility of the market leaders.



Information Sheet 2. Evaluating Costs And Benefits Of Using Different Distribution Channels

1.1 Evaluating Costs and Benefits Of Using Different Distribution Channels

Distribution channels move products and services from businesses to consumers and to other businesses. Also known as marketing channels, channels of distribution consist of a set of interdependent organizations such as wholesalers, retailers, and sales agents involved in making a product or service available for use or consumption. Distribution channels are just one component of the overall concept of distribution networks, which are the real, tangible systems of interconnected sources and destinations through which products pass on their way to final consumers.

As Howard J. Weiss and Mark E. Gershon noted in *Production and Operations Management*, a basic distribution network consists of two parts: 1) a set of locations that store, ship, or receive materials (such as factories, warehouses, retail outlets); and 2) a set of routes (land, sea, air, satellite, cable, Internet) that connect these locations.

- Distribution networks may be classified as:
 - ✓ Simple
 - ✓ Complex

A simple distribution network is one that consists of only a single source of supply, a single source of demand, or both, along with fixed transportation routes connecting that source with other parts of the network. In a simple distribution network, the major decisions for managers to make include when and how much to order and ship, based on internal purchasing and inventory considerations.



In short, distribution describes all the logistics involved in delivering a company's products or services to the right place, at the right time, for the lowest cost. In the unending efforts to realize these goals, the channels of distribution selected by a business play a vital role in this process. Well-chosen channels constitute a significant competitive advantage, while poorly conceived or chosen channels can doom even a superior product or service to failure in the market.



Self-Check 2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

1. Distribution channels move products and services from businesses to consumers and to other businesses.
 - A. True
 - B. False
2. A simple distribution network is one that consists of only a single source of supply, a single source of demand, or both, along with fixed transportation routes connecting that source with other parts of the network.
 - A. True
 - B. False
3. Distribution networks may be classified as: Simple and Complex.
 - A. True
 - B. False

. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 3. Determining The Marketing Mix

- **Determining The Marketing Mix**

The purpose of determining the marketing is to satisfy the needs and wants of the customers in the most effective and economical manner. As the needs of the customers and the environmental factors change, the marketing-mix also changes and it cannot remain static. Marketing-mix is, thus, a dynamic concept. In the words of Philip Kotler, “Marketing mix represents the setting of the firm’s marketing decision variables at a particular point of time.”

The process of determining the marketing-mix (or marketing decision-making) consists of the following steps

- ✓ **Identification:**

First of all, the marketing department must identify the target customers to whom the sales are to be made.

- ✓ **Analysis:**

Once the target market is identified, the next step is to discover and understand the needs and desires of the customers. Marketing research is used in locating and analyzing the target market. It is necessary to know the number, location, buying power and motives of customers. In addition, the nature of competition, dealers’ behavior and government regulations must be analyzed.

- ✓ **Design:**

On the basis of the knowledge obtained through identification and analysis, an appropriate mix of product, price, promotion and channel is designed. Design involves not only the determination of each component but the proper integration of individual variables so that they reinforce one another.



✓ **Testing:**

It is desirable to make a test run of the marketing-mix designed by the marketing department. The designed mix may be used in a small group of customers. The reaction of customers will indicate the adjustments required in the mix.

✓ **Adoption:**

After the necessary modifications, the marketing-mix is adopted and put into use. The adopted mix should be evaluated from time-to-time and it must be adapted to changes in the environment of business.

• **Nature of Marketing-Mix (Components):**

The four major ingredients of the marketing-mix are described below:

✓ **Product:**

A product is any good or service that consumers want. It is a bundle of utilities or a cluster of tangible and intangible attributes. Product component of the marketing-mix involves planning, developing and producing the right type of products and services. It deals with the dimensions of product line, durability and other qualities.

Product policy of a firm also deals with proper branding, right packaging, appropriate colour and other product features. The total produce should be such that it really satisfies the needs of the target market. In short, product-mix requires decisions with regard to (a) size and weight of the product, (b) quality of the product, (c) design of the product. (d) volume of output, (e) brand name, (f) packaging, (g) product range, (h) product testing, (j) warranties and after sale services, etc.

✓ **Price:**

Price is an important factor affecting the success of a firm. Pricing decisions and policies have a direct influence on sales volume and profits of business. Price is, therefore, an important element in the marketing-mix. In practice, it is very difficult to fix the right price. Right price can be determined through pricing research and test marketing.

A lot of exercise and innovation is required to determine the price that will enable the firm to sell its products successfully. Demand, cost, competition, government regulation,



etc. are the vital factors that must be taken into consideration in the determination of price. Price-mix involves decisions regarding base price, discounts, allowances, freight payment, credit, etc.

✓ **Promotion:**

Promotion component- of the marketing-mix is concerned with bringing products to the knowledge of customers and persuading them to buy. It is the function of informing and influencing the customers. Promotion-mix involves decisions with respect to advertising, personal selling and sales promotion. All these techniques help to promote the sale of products and to fight competition in the market.

Advertising is a major tool used to communicate a message (called advertising copy) through; newspapers, magazines, radio, television and other media of advertising. Advertising component of the promotion-mix requires several decisions with regard to the theme of advertising, the media to be used, the advertising budget, etc. Large firms employ advertising agencies and specialists to run advertising campaigns and to prepare individual advertisements.

Personal selling is an effective means of communication with consumers. It involves direct face-to-face contact between salesmen and consumers. Sales managers plan, direct and control the efforts of individual sales persons.

✓ **Distribution:**

This element of the marketing-mix involves choice of the place where products are to be displayed and made available to the customers. It is concerned with decisions relating to the wholesale and retail outlets or channels of distribution.

The objective of selecting and managing trade channels is to provide the products to the right customer at the right time and place on a continuing basis. In deciding where and through whom to sell, management should consider where the customer wants the goods to be available.



Self-Check 3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:




I. Choose the best answer (each 5 point)

1. The purpose of determining the marketing is to satisfy the needs and wants of the customers in the most effective and economical manner.




- A. True
- B. False

II. Give short answer (each 5 point)

1. Write all the process of determining the marketing-mix?

 _____
 _____
 _____

2. List out the four major ingredients of the marketing-mix?

 _____
 _____
 _____

. Answer the following question!

Note: Satisfactory rating 100%

Unsatisfactory below

You can ask your teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Information Sheet 4. Considering Customer Needs And Preferences

1.1 Considering Customer Needs And Preferences

- **Understanding Your Customer Preferences**

Understanding customer preferences is very important whether you are selling a product or offering a service. This is because customers are the determiners of how successful a company becomes. After all where will profits come from if not your customers? Customer care is all about sticking to the promises you make to customers. However you can only satisfy your customer's needs if you get to understand them to an extent that you can anticipate their needs and deliver beyond their expectations.

- **Identifying customer needs**

Before you start promoting your business you need to know what your customers want and why. Good customer research helps you work out how to convince your customers that they need your products and services.

- **IDENTIFY YOUR CUSTOMERS**

The first step of customer research is identifying your customers. Your market research should help you understand your potential customers. Further customer research can help you develop a more detailed picture of them and understand how to target them. It will also highlight key characteristics your customers share, such as:

- ✓ Gender
- ✓ Age
- ✓ Occupation
- ✓ Disposable Income
- ✓ Residential Location
- ✓ Recreational Activities.

- **UNDERSTAND WHY THEY SHOP**



Self-Check 4	Written Test
--------------	---------------------

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 5 point)

1. The first step of customer research is identifying your customers.
A. True
B. False

2. Good customer research helps you work out how to convince your customers that they need your products and services.
A. True
B. False

. Answer the following question!

Note: Satisfactory rating 100%

Unsatisfactory below 5

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 5. Determining Promotional Activities

5.1 Determining Promotional Activities

- **Choose your promotional activities**

The goal of marketing is to stand out and be noticed. Good marketing keeps drawing your customers' attention to your products and services. Your clearly defined, well-packaged, competitively-priced products and services are the foundation of your marketing.

The newer you are in your market, the harder you have to work to attract and retain new customers. Many of your marketing activities will focus on communicating to customers the features and benefits of your products (i.e. compared to your competitors). Consider which promotional activities will best meet your marketing needs.

Promotion is a central element of the Marketing mix. A promotional activity is any effort made by a business to communicate with potential customers. Promotional activities have two main purposes.

These are to:

- Inform customers about your store, its products, prices and services
- Persuade customers to buy the products you sell.

As with any management process, promotional activities must be planned and coordinated to ensure that they achieve the store's marketing objectives within its budget allocation.



While there are many types of promotional activities, the most common and widely used promotions in retailing are Personal selling, Advertising and Sales Promotions. Each activity is designed to achieve a specific communication task based on the company's objectives and the characteristics of the target market.



✚ There are six distinct forms of promotional activity.

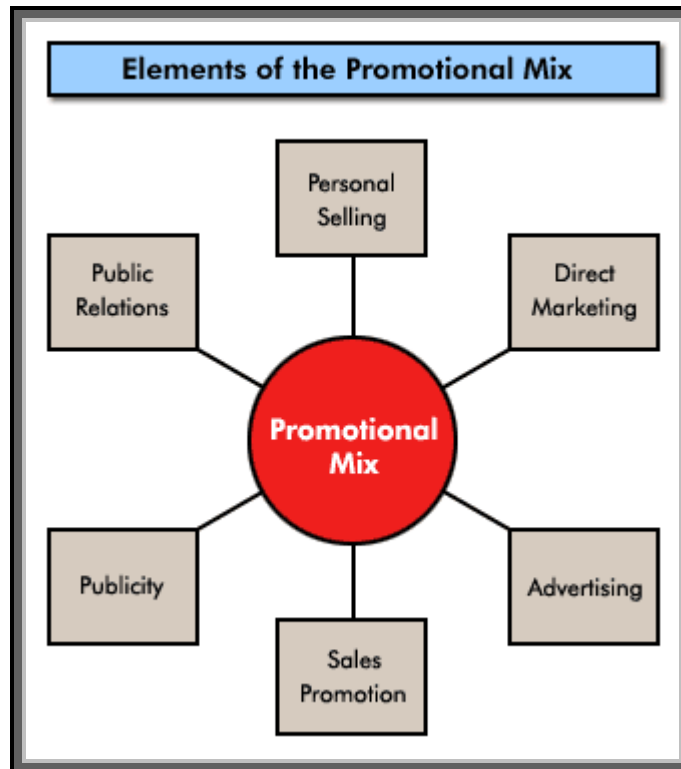


Figure01- elements of promotion

✓ **Personal Selling**

This is the face to face communication process that occurs between a customer and the store's sales representative. In addition to promoting products personal selling strives to build long term relationships with the customer. Generally, it is an expensive option when you consider the costs associated with employing staff. The store's image will influence the level of personal selling and service it offers and this is usually reflected in the store's pricing policy.

✓ **Advertising**



Advertising is any form of paid, non-personal presentation by an identified sponsor. It incorporates television, radio, print and digital methods. This form of promotion is the most common communication strategy used by retailers. While it can be expensive, if used sensibly advertising can be a very effective tool. It is critical that the message and the medium reflect the store's image and be appropriate to the target market. ♦

For example, a poor quality letterbox flyer would be inappropriate for an up market retailer to use to promote their upcoming sale.

✓ Sales Promotion

Sales promotions are designed to supplement and extend other promotional activities (usually advertising). Sales promotions generally offer short-term incentives to encourage the customer to purchase a specific product within a designated time. Sales promotion activities include:



- In store displays (Promoting a single brand or product range)
- Free samples (Giving customer's sampler packs of a new product)
- Brand promotional products (Cooler bags or T-shirts).

The store's merchandising efforts are part of its sales promotion activities and frequently overlap into the store's advertising efforts.



Figure02-In store promotional displays can be an effective merchandising strategy that builds product sales.

✓ **Direct Marketing**

These are generally non-personal efforts to gain a direct response from the customer. Direct marketing tends to use interactive communication with the customer i.e. television advertising supported by a plea to 'call now'. While, classed as non-personal, they can incorporate a personalized message or salutation. Direct mail is a commonly used example of this strategy.

✓ **Publicity**

Publicity is a non-personal form of promotion that is designed to build a positive attitude towards the company. The retailer does not pay for this form of promotion and frequently has no control over the end message. This can lead to the message being distorted or even presented in a less than positive light.



A favorable news story promoting the store is an example of publicity.

✓ **Public Relations**

Public relations are the planned efforts of a company to influence the attitudes and opinions of existing and potential customers. The focus of public relations is to 'build a good public image' or to head off negative rumors or events.

Unlike publicity, the promotional messages created by public relations efforts are paid for. The retailer has total control over the message, who will receive it and where it will be delivered. The release of information designed to create good publicity is a function of public relations.



While there are many types of promotional activities available to the retailer, each has a limited impact if it's not relevant to the customers that you are trying to communicate with. The first step in this process is to identify your customers and their needs. This usually requires some form of research and data collection.

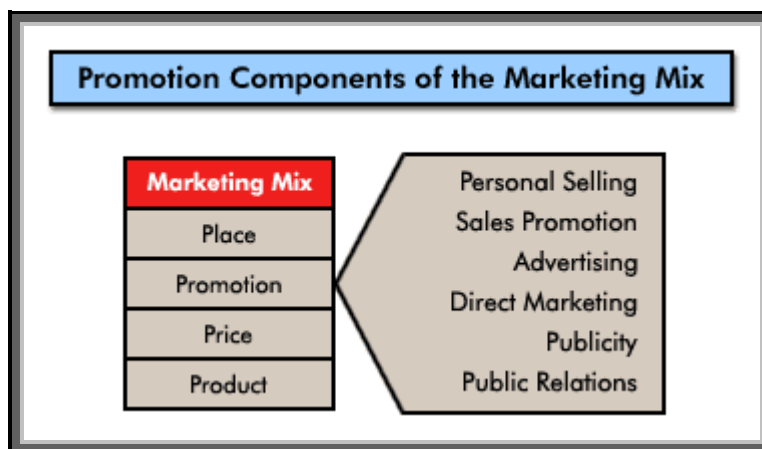


Figure 03



Information Sheet 6. Determining Marketing Mix According To Market And Business Needs

1.1 Determining Marketing Mix According To Market And Business Needs

• HOW TO IDENTIFY YOUR MARKETING MIX

To bring in early sales and build a customer base, any business must begin by identifying its marketing mix. The first step in this process is identifying your target customer.

Once you know who your customer is, you can start to understand their relationship with your business.

- ✓ What problem does your target customer have?
- ✓ What is getting in the way of solving that problem?
- ✓ How does your product or service address that need?
- ✓ How does your target customer feel about your competitors? About you?
- ✓ What motivates your target customer to buy?

Next, identify your goals for sales and growth, as well as your budget for marketing initiatives. Then, choose a marketing tactic that will help you reach your target audience and achieve those goals.

For example, if you need 25 leads to sell one product, and you want to sell 1,000 products this month, then you need 25,000 new leads. You know your target customer reads and trusts two different websites, one with 25,000 visitors a month and one with one million visitors a month. The website with only 25,000 visitors a month is much less expensive to advertise on, but it is unlikely that all 25,000 visitors will become new leads. Therefore, the website with one million monthly visitors is a better use of your advertising budget, even if it is more expensive.



By working through the elements of your business' individual marketing mix, you'll be able to create a strategy that effectively reaches consumers, make sales, and grows your business.



Self-Check 6	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

1. To bring in early sales and build a customer base, any business must begin by identifying its marketing mix.
 - A. True
 - B. False
2. The first step in this process is identifying your target customer.
 - A. True
 - B. False

. Answer the following question!

Note: Satisfactory rating 100%

Unsatisfactory below 5

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

**LG #54****LO #3- Develop And Implement Marketing Plan****Instruction sheet**

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Identifying Marketing Cycle Of The Merchandize
- Developing Marketing Plan
- Developing Marketing Strategies And Promotional Plan Activities
- Assessing Marketing Plan

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identify Marketing Cycle Of The Merchandize
- Develop Marketing Plan
- Develop Marketing Strategies And Promotional Plan Activities
- Assesses Marketing Plan

Learning Instructions:

Read the specific objectives of this Learning Guide.

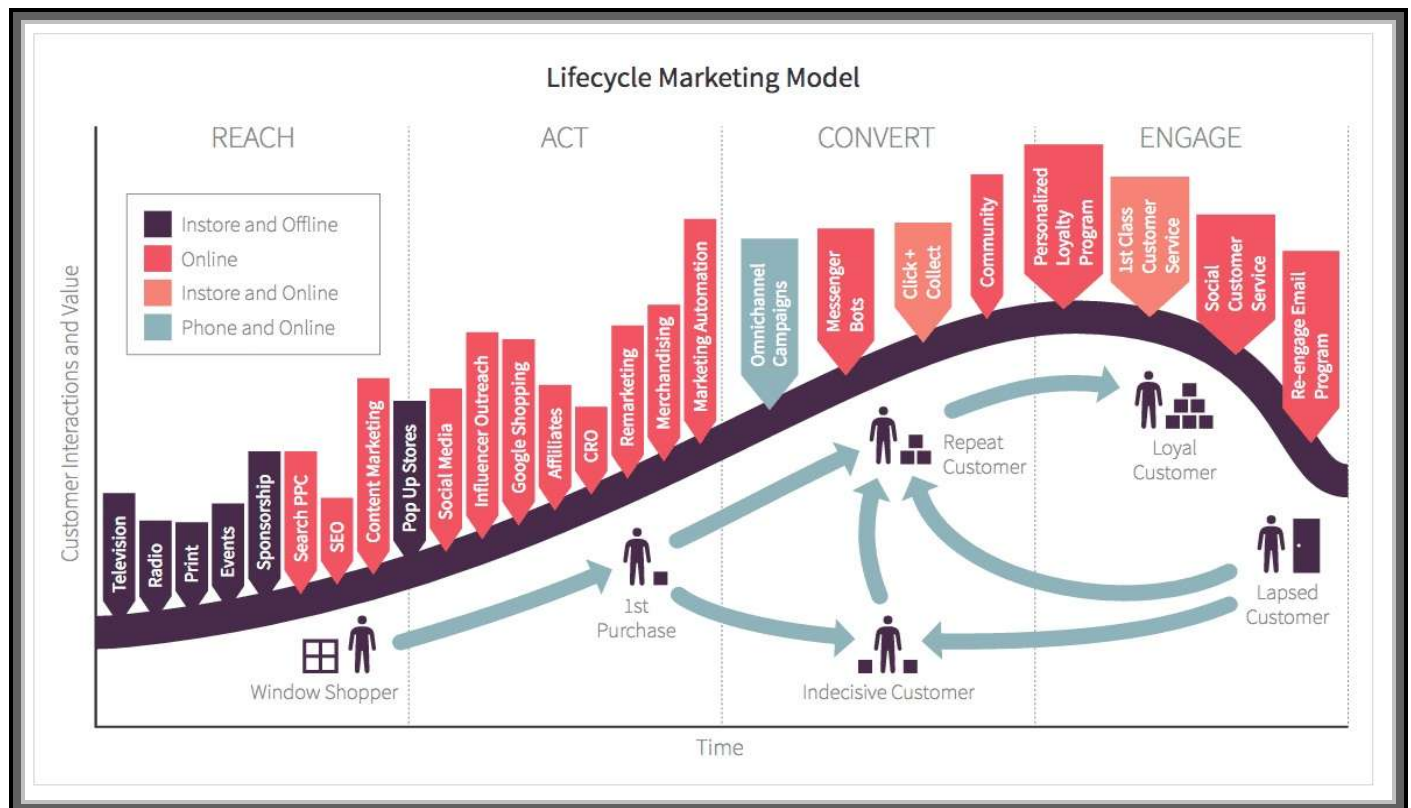
1. Follow the instructions described below.
2. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
3. Accomplish the “Self-checks” which are placed following all information sheets.
4. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
5. If you earned a satisfactory evaluation proceed to “Operation sheets
6. Perform “the Learning activity performance test” which is placed following “Operation sheets” ,
7. If your performance is satisfactory proceed to the next learning guide,
8. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”.

Information Sheet 1. Identifying Marketing Cycle Of The Merchandize

1.1 Identifying Marketing Cycle Of The Merchandize

- What is the marketing lifecycle?

In short, the marketing life cycle is designed to help marketers address their audience's specific needs as they go from a prospect to a subscriber through to a loyal customer. Of course, the cycle isn't that simple while we wish it went that smoothly, the marketing life cycle also must include the indecisive customer, lapsed customers, repeat customers, and more.



This lifecycle marketing model shows us just how complicated the cycle can be, especially once you've aligned it to your many marketing channels.



The **operating cycle** is defined as the process by which a company spends cash to generate revenues and receives cash payments at the time of sale or in the future by collection on an account receivable. Depending on the nature of the business, the process and length of the operating cycle will vary. For example, a small business that makes arts and crafts to sell at a local market may have a very short operating cycle if it makes its crafts and sells them for cash shortly afterward at the market. A business that builds homes may have a longer operating cycle, as it takes longer to buy all the supplies to build a home, actually build it, and then sell the home and collect cash from the buyer.

- The operating cycle of a merchandising business involves three transactions:
 - ✓ Purchase Of Merchandise From Suppliers
 - ✓ Sale Of Merchandise To Consumers On Account Or For Cash At The Time Of Sale
 - ✓ Collection Of Payments From Accounts Receivable Customers

It is important to note that there are several types of businesses, such as merchandising, manufacturing, or service businesses. Manufacturers use materials to make things that they then sell. Service businesses generally don't make things; rather, they provide services. The operating cycles of a service business, manufacturing business, and merchandising business all differ slightly. For example, a merchandising business must purchase goods to resell to consumers, while service businesses deliver expertise, advice, or a professional skill set.

The operating cycle length will vary from one business to another, depending upon the nature and shelf life of the products being sold. For example, grocery retailers tend to have a shorter operating cycle due to the shelf life of their merchandise. On the other hand, car dealers can display vehicles for months until they are sold, as vehicles do not have an immediate expiration date.



Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

1. In short, the marketing life cycle is designed to help marketers address their audience's specific needs as they go from a prospect to a subscriber through to a loyal customer.
A. True
B. False
2. The **operating cycle** is defined as the process by which a company spends cash to generate revenues and receives cash payments at the time of sale or in the future by collection on an account receivable.
A. True
B. False
3. The operating cycle length will vary from one business to another, depending upon the nature and shelf life of the products being sold.
A. True
B. False

. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 2. Developing marketing plan

1. Developing marketing plan

- **Develop a marketing plan**

A good marketing plan is a detailed marketing map that will help you grow your business. Taking the time to develop a well-informed, thoughtful marketing plan will take the guesswork out of your marketing, keep your activities targeted and help you measure success. This will form part of your business plan.

A marketing plan consists of 2 parts:

- ✓ A summary of your marketing goals and objectives, your marketplace and the tactics required to achieve your marketing strategy
- ✓ The action plan you'll use to implement each marketing tactic.

Your marketing plan should reflect the work you and your team have done to develop your marketing strategy. You can use your marketing strategies as headings to organize your marketing plan, and then list the specific tactics and actions that support each of your strategies.

- **DESCRIBE YOUR MARKETPLACE AND CUSTOMERS**

The market research you undertook when developing your marketing strategy will help you understand and improve your business's competitive advantage in your target market. Summaries the results of the market and customer research you undertook when developing your marketing strategy.



This section of your marketing plan includes:

- ✓ An overview of your customer's demographics including age, gender, occupation, lifestyle and buying trends
- ✓ Assumptions you have made about your market that influence your planning and implementation (e.g. your market's growing preference for online buying, competition you anticipate in your market from a new shopping and business precinct nearby)
- ✓ A brief description of the impact you anticipate from current or future market conditions (e.g. a growing mature-age population looking for health and wellness products, an increasing business presence in the region looking for IT services etc)
- ✓ A SWOT analysis of your business's strengths, weaknesses, opportunities and threats to help you understand any obstacles and advantages in delivering your marketing.



Information Sheet 3. Developing Marketing strategies and promotional plan activities

3.1 Developing Marketing strategies and promotional plan activities

- **Nine Steps to a Strategic Marketing Plan**

- ✓ **Set your marketing goals.**

Once you've decided to market your practice, you need to set realistic and measurable goals to achieve over the next 18 to 24 months. This time span allows you to plan activities around community events that are in line with your marketing goals.

It's important to share these goals with your staff members. They can tell you from their perspectives whether they believe the goals are reasonable. If you want your marketing plan to be successful, your staff needs to support your efforts to achieve the marketing goals.

- ✓ **Conduct a marketing audit.**

A marketing audit is a review of all marketing activities that have occurred in your practice over the past three years. Be as thorough as possible, making sure to review every announcement, advertisement, phonebook ad, open house, brochure and seminar and evaluate whether it was successful.

- ✓ **Conduct market research.**

The purpose of market research is to draw a realistic picture of your practice, the community you practice in and your current position in that community. With this research, you can make fairly accurate projections about future growth in the community, identify competitive factors and explore nontraditional opportunities (such as offering patients nutritional counseling, smoking-cessation programs or massage therapy).

- ✓ **Analyze the research.**



Next, you need to analyze the raw data you collect and summarize it into meaningful findings that will be the foundation for determining which marketing strategies make the most sense and will get the best results for your practice. The research will identify the wants and needs of your current and potential patients and will help you to define your target audience (for more on target audiences, see step 5, below). This is also a good time to look back at the goals you've chosen. Based on your research findings, you may need to modify some of your goals.

✓ **Identify a target audience.**

With the help of your market research analysis, you should be able to identify your practice's "target audience," which is the specific group of patients to which you'd like to direct your marketing efforts. Your target audience might include patients of a certain age, gender, location, payer type or language/ethnicity and patients with certain clinical needs.

✓ **Determine a budget.**

Before you can decide what specific marketing strategies you want to implement to achieve your goals, you need to examine your financial information and come up with a marketing budget. Marketing budgets vary by the type of market a practice is in, the age of a practice and whether the practice has marketed before.

✓ **Develop marketing strategies.**

With your budget in place, you can begin to define specific marketing strategies that will address your goals, reach your target audience and build your patient base.

✓ **Develop an implementation schedule.**

An implementation schedule is a time-line that shows which marketing actions will be done when and by whom. The schedule should also include the cost of each marketing action and how it fits into the budget estimates for the 24-month period.

✓ **Create an evaluation process.**

The value of a marketing plan is its effectiveness, which requires deliberate and timely implementation *and* monitoring and evaluation of results. It's important to measure your results against the standards you set in establishing your goals.



Self-Check 3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

1. List out all Steps to a Strategic Marketing Plan?

 _____

 _____

 _____

 _____

 _____

. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Information Sheet 4. Assessing marketing plan

4.1 Assessing marketing plan

Understanding how to evaluate a Marketing Plan, including whether it is delivering the best possible results, can save you money and help you ensure the success of the company growth plan. Even though any evaluation should start by reviewing the Marketing Plan based on its objectives, here we include a list of ways to continuously assess its success:

- **There are 5 ways to evaluate marketing plan**
- ✓ **Market Reaction** - The actions of your competitors are often a barometer to measure the success or failure of a Marketing Plan. If competitors race to copy what you've done, the plan is affecting them, and it should be working. If your campaigns go largely ignored, there may be an issue, and evaluation should be set in motion.
- ✓ **Customer Response** - Customer response in all its varied forms can help you to determine what type of reactions your marketing efforts create. Customer service feedback, online engagement, and click-thru-rate can reveal what your customers think of your efforts and which campaigns or program have the greatest impact. Basic questions like How did you find out about us? can reveal which initiatives in the Marketing Plan are reaching the customer and driving sales.



- ✓ **Sales Performance** - They should be going up! Examining the numbers can be the fastest and primary way to determine whether your plan is working. For example, if your overall sales for the last period totaled \$10,000 (without marketing efforts) and your total sales for this period ended in \$15,000, you can deduce that your Marketing Plan is having a positive effect. Take into account other variables like a rise in prices or sales strategies, but with all the external factors included, and in raw numbers, you are selling more this period.
- ✓ **Cost-Per-Acquisition** – You aren't a top-notch marketer if you're not tracking the one metric that matters above all others: Marketing Cost-Per-Acquisition (CPA). Don't get me wrong; all effectiveness metrics are necessary. But, while all metrics are important to any well-run effort, Marketing CPA it's the quintessential metric for determining real return on investment. It doesn't matter the market or customer response, at the end if the marketing effort is not generating revenue, it's not successful.
- ✓ **Return-on-Investment** – Does the marketing investment bring in enough new or repeat business to justify the expense? Return-on-Investment (ROI) is the top concern when it comes to marketing expense. The end goal is to check whether your marketing investment results in profit. All the other indicators can help you evaluate effectiveness, but you must measure the amount spent versus its benefit to assess efficiency. In the end, the business needs to make a profit to survive.



Self-Check 4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

3. Understanding how to evaluate a Marketing Plan, including whether it is delivering the best possible results, can save you money and help you ensure the success of the company growth plan.
 - A. True
 - B. False
4. Select among the 5 ways to evaluate marketing plan?
 - A. Return-on-Investment
 - B. Customer Response
 - C. Sales Performance
 - D. Cost-Per-Acquisition
 - E. Market Reaction



F. All

. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask your teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

Information Sheet 5. Documenting marketing plan to industry practices

5.1 Documenting marketing plan to industry practices

Marketing campaigns are often self-contained parts of your overall marketing plan that are concerned with a specific product or service or launch. But that doesn't mean all your hard work on one campaign or project should only exist in that campaign, expiring once it's over and its goals have been met. And you certainly shouldn't reinvent the wheel the next time another campaign comes rolling around. Instead, take the hard graft you've put into the strategy and document it. That way, people have a handbook to guide them before they build a new campaign plan, so they know what to do and when.



• **A QUICK REMINDER WHY YOU SHOULD ALWAYS DOCUMENT YOUR MARKETING CAMPAIGN PLAN**

According to a Content Marketing Institute report, 65% of the most successful marketers had a documented strategy, while just 14% of the least successful get it on paper. Clearly, writing down your campaign plan has a dramatic impact on your marketing performance.

Just throwing out content and hoping it attracts the right audience is a recipe for disaster. You need a cohesive, well thought-out plan, distributed to meet the brand mission and cater to the needs of your audience while ensuring all stakeholders are reading from the same script.

Marketing strategies afford everyone in the organization visibility over why and how campaigns come together. When everybody understands how team members collaborate and communicate, you'll see the alignment of the different components and teams that exist in every campaign, which can also assist buy-in from senior members of the organization. This makes the collective stronger than the sum of its parts, creating the ideal environment that encourages teamwork.

Acknowledging your content plan by writing it down and reviewing it is crucial to making sure it stays in line with your company's goals. This way it becomes a living document that can change and evolve with time and experience.

Self-Check 5	Written Test
---------------------	---------------------

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

1. Clearly, writing down your campaign plan has a dramatic impact on your marketing performance.

C. True

B. False



2. Marketing campaigns are often self-contained parts of your overall marketing plan that are concerned with a specific product or service or launch.

A. True

B. False

. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 6. Briefing Persons Involved In The Marketing Effort

6.1 Briefing Persons Involved In The Marketing Effort

Many different individuals from different business disciplines contribute to the writing of a marketing plan to insure a consistent style and voice the final version is usually written by only one person. This function can be outsourced or executed by an employee of the business.

- The team consists of the following:
 - ✓ A person in charge of the marketing effort – a product manager, brand manager, or a product-line manager.
 - ✓ Members of the management – from various departments within the organization such as IT, marketing, purchasing, the sales force, or operations.
 - ✓ “Influencers” – taste makers not employed by the organization, who, through their preferences and recommendations, influence the marketing of products or services.
 - ✓ Gatekeepers – those who review the plan for compliance to industry rules and regulations such as in-house legal departments, corporate counsels, regulatory or licensing specialists.
 - ✓ Upper Management – those with the final say who have to sign off on the plan and “green light” its implementation. They must endorse the plan.



- **The Marketing Plan's Target Audience**

Every marketing plan is written and devised with a specific, well defined target audience in mind. Plans usually target:

- Employees;
- Collaborators (external entities); and
- Stakeholders.



Self-Check 6	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

- 1. Every marketing plan is written and devised with a specific, well defined target audience in mind.
 - A. True
 - B. False

- 2. Plans usually target:
 - A. Employees;
 - B. Collaborators (external entities); and
 - C. Stakeholders.
 - D. All

- 3. The team involved in marketing effort may include?
 - A. Upper Management
 - B. Members of the management
 - C. “Influencers
 - D. Gatekeepers
 - E. A person in charge of the marketing effort
 - F. All

. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Information Sheet 7. Implementing Planned Promotional Activities

7.1 Implementing Planned Promotional Activities

- How to implement a promotion

One drawback with implementing promotions that bolster consumers' awareness of your business is that you're competing with companies of all sizes that are doing the same thing. As a result, your promotions can go unnoticed by consumers who are bombarded by advertisements. Planning your marketing efforts to accomplish detailed goals and to attract specific customers are key moves in implementing promotions that stand out.

✓ Planning

Decide what you want to accomplish with a promotion, and define your goal in one sentence to keep your promotion focused. For example, a store owner may want to increase customer traffic during specific hours of the day when business is slow. The owner may then decide to promote special discounts for customers who shop at the store during those hours. Some consumers commonly make special trips to stores just to get a discount.

✓ Target market

Define the characteristics of the customers you're targeting with your promotion to avoid wasting advertising dollars. For instance, more people are likely to notice a promotion that's advertised on television. Nonetheless, television advertising may be ineffective for a company that specializes in selling products to business owners who use trade magazines to find many of the products they need. Unlike a television ad, a promotion in a trade magazine would help the company reach its target market directly.



✓ Consumer Interaction

Use a promotion that requires consumers to interact with your business to get the most publicity out of your efforts. An accounting firm, for example, could create and promote a workshop that provides free tax tips to the public. A florist might promote a workshop on maintaining houseplants. Promotions that involve public participation can pay off after they end because participants may recommend your business to others.

✓ Measuring Objectives

Create measurable objectives to gauge the success or failure of your promotion. For example, an objective to set up a promotion on a specific website by a certain date would produce measurable results. In such cases, you can gauge the number of responses you received from the promotion since it was first posted on the site. You also could determine if the site is a good source for promoting your business based on the type of responses you received.





Self-Check 7	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

1. List out those help you to implement promotional activities?

 _____

 _____

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. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

**LG #55****• LO #4- Identify Sales Outlets****• Instruction sheet**

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Selecting sales outlets
- Identifying customers and product range of outlets
- Assessing Suitability of sales outlets
- Identifying potential sales outlets

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Select sales outlets
- Identify customers and product range of outlets
- Assess Suitability of sales outlets
- Identify potential sales outlets

Learning Instructions:

Read the specific objectives of this Learning Guide.

1. Follow the instructions described below.
2. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them
3. .Accomplish the “Self-checks” which are placed following all information sheets.
4. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
5. If you earned a satisfactory evaluation proceed to “Operation sheets
6. Perform “the Learning activity performance test” which is placed following “Operation sheets” ,
7. If your performance is satisfactory proceed to the next learning guide,
8. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”.



Information Sheet 1. Identifying Potential Sales Outlets

1.1. Identifying Potential Sales Outlets

- Market Outlet Identification

A total of twenty-five new market outlets for distribution and sale of HQBF (High Quality Bambara Floure) were to be identified. Selection of the consumer markets, trading and retailing areas were done using analysis of trading areas technique.

- ✓ Consumer Markets

Consumer Markets for HQBF were identified based on the principle that consumer demands for similar products are affected by price and availability and also by consumers' personal tastes and income. Commercial demand is derived from final consumer demand and any demand estimation begins with defining the number of people, companies, and government agencies in the primary market with a need for the determined product.

- ✓ Defining Trading Areas

To predict optimal sales potential for HQBF, trading and retail areas were identified within the consumer markets based on the potential of the consumer base and the supply of competitive stores in the area. As stated in the Neighborhood Business Development Methodology (2001), trading areas may be defined to be part of a neighborhood, a city, or can extend beyond the city's boundaries depending on the type of market and the density potential of customers surrounding it. The sites of the trading areas selected were a function of:

- The size of the store and the extent of the mix of merchandise. Larger retailers have greater drawing power than do smaller stores with less selection
- The type of goods and products offered. Specialty stores draw customers from a larger trading area than convenience stores because consumers are willing to travel greater distances to acquire specialty goods
- The number and size of neighboring competitors. Many larger compatible retailers clustered together create greater attraction than smaller, non-compatible



retail clusters.

- Retail outlets

Selections of specific retail shops were then done after a random customer survey had been carried out in the trading areas. Direct interviews were conducted with the shop owners, as a necessity due to the following reasons:

- ✓ This was a more accurate method of determining customers shopping habits and more importantly an opportunity to assess the willingness of the shop owners to participate in the study.
- ✓ It was considered a vital aspect of the identification of the market outlets for HQBF since the product, though similar to others on the local market was new and was now being introduced to the general community.
- ✓ Also existing business owners may have an intuitive sense of their local market and may have been successful at capturing local residents and ethnic customers purchasing information, which was central for the successful distribution of HQBF.

The following retail trade channels were identified since they are marketers of



such Specialty Food Products:

- ✓ Supermarkets and Grocery Stores: Both Chain and Independent
- ✓ Convenience Stores
- ✓ Niche Stores
- ✓ Open markets

The commercial marketplace has evolved to the point where retail sales no longer have a monopoly on the consumer world. To elaborate, consumers once relied almost exclusively on retail outlets for their needed goods, but today you can purchase from online stores, auction sites, wholesale outlets, liquidation centers, and in some cases, you can even go straight to the manufacturer. If you sell any kind of merchandise, there are still advantages to using traditional retail outlets.







Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

9. List out those help you to implement promotional activities?

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 _____

. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



- **Supermarket**

A retail store which generally sells food products and household items, properly placed and arranged in specific departments is called a supermarket. A supermarket is an advanced form of the small grocery stores and caters to the household needs of the consumer. The various food products (meat, vegetables, dairy products, juices etc) are all properly displayed at their respective departments to catch the attention of the customers and for them to pick any merchandise depending on their choice and need.

- ✓ **Merchandise:**

- Bakery products, Cereals, Meat Products, Fish products, Breads
 - Medicines, Vegetables, Fruits, Soft drinks, Frozen Food, and Canned Juices

- **Warehouse Stores**

A retail format which sells limited stock in bulk at a discounted rate is called as warehouse store. Warehouse stores do not bother much about the interiors of the store and the products are not properly displayed.

- **Mom and Pop Store (also called Kirana Store in India)**

Mom and Pop stores are the small stores run by individuals in the nearby locality to cater to daily needs of the consumers staying in the vicinity. They offer selected items and are not at all organized. The size of the store would not be very big and depends on the land available to the owner. They wouldn't offer high-end products.

- ✓ **Merchandise:**

- Eggs, Bread, Stationery, Toys, Cigarettes, Cereals, Pulses, and Medicines



- **Specialty Stores**

As the name suggests, Specialty store would specialize in a particular product and would not sell anything else apart from the specific range. Speciality stores sell only selective items of one particular brand to the consumers and primarily focus on high customer satisfaction.

Example -You will find only Reebok merchandise at Reebok store and nothing else, thus making it a specialty store. You can never find Adidas shoes at a Reebok outlet.

- **Malls**

Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform.

- **E Tailers**

Now a days the customers have the option of shopping while sitting at their homes. They can place their order through internet, pay with the help of debit or credit cards and the products are delivered at their homes only. However, there are chances that the products ordered might not reach in the same condition as they were ordered. This kind of shopping is convenient for those who have a hectic schedule and are reluctant to go to retail outlets. In this kind of shopping; the transportation charges are borne by the consumer itself.

✓ Example - EBAY, Rediff Shopping, Amazon

- **Dollar Stores**

Dollar stores offer selected products at extremely low rates but here the prices are fixed.



Example - 99 Store would offer all its merchandise at Rs 99 only. No further bargaining is entertained. However the quality of the product is always in doubt at the discount stores.





Self-Check 2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

10. List out those help you to implement promotional activities?

 _____

 _____

 _____

 _____

. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 3. Assessing Suitability Of Sales Outlets

3.1 Assessing Suitability Of Sales Outlets

New exporters may be inclined to use the same sales channels in the international market as they use in the domestic market. However, the methods that successfully reach customers and sell products and services in the domestic market may not work in the foreign market because of different political, economic and cultural influences. The selection of sales channels is a balance between market coverage and costs. The more sales channels that organizations use, the better the coverage but the higher the costs. Each additional channel not only adds costs, it can also attract sales from other pre-existing channels. When selecting the right combination of channels for the sales and distribution of products and services, international trade practitioners consider several factors.

- Target market buying behaviors
- Product and service characteristics
- Market location
- Competition
- Local business practices
- Legislation
- Market coverage
- Customer support services
- Cost



- ACCESSIBILITY, VISIBILITY, AND TRAFFIC

Don't confuse a lot of traffic for a lot of customers. Retailers want to be located where there are many shoppers but only if those shoppers meet the definition of their target market. Small retail stores may benefit from the traffic generated by nearby larger stores. There are several aspects retailers should consider along these lines.

- ✓ How many people walk or drive past the location?
- ✓ How well is the area served by public transportation?
- ✓ Can customers and delivery trucks easily get in and out of the parking lot?
- ✓ Is there adequate parking?

Depending on the type of business, it would be wise to have somewhere between 5 to 8 parking spaces per 1,000 square feet of retail space.

When considering visibility, look at the location from the customer's viewpoint. In many cases, the better visibility your retail store has, the less advertising is needed. A specialty retail store located six miles out of town in a free-standing building will need more marketing than a shopping store located in a mall.

- **What Is a Retail Store Layout?**

A retail store layout (whether physical or digital) is the strategic use of space to influence the customer experience. How customers interact with your merchandise affects their purchase behavior. This retail principle is one of the many from Paco Underhill, author of *Why We Buy: The Science of Shopping*, keynote speaker, and founder of Envirosell.

- The interior retail store layout has two important components:
 - ✓ **Store Design:** The use of strategic floor plans and space management, including furniture, displays, fixtures, lighting, and signage. Website designers and user experience (UX) researchers use space management techniques and web design



principles to optimize e-commerce websites. We'll further discuss a variety of popular retail floor plans later in this article.

- ✓ **Customer Flow:** This is the pattern of behavior and way that a customer navigates through a store. Understanding customer flow and the common patterns that emerge when customers interact with merchandise based on the store layout is critical to retail management strategy. Physical retailers are able to track this using analytics software and data from in-store video and the wifi signal from smartphones. For example, solution providers like RetailNext provide shopper analytics software for retailers to understand flow and optimize the customer experience based on in-store video recordings. The technology also exists to track the digital customer flow and online shopping behavior. Using “cookies” and other software, online retailers can track customer behavior, including how customers interact with their website.

While the exterior retail store layout includes exterior store design and customer flow, it also includes the following factors:

- ✓ Geographic location of the retail store (real estate)
- ✓ Size of the building and length of the walkways accessible from the entrance and exit
- ✓ Use of furniture and exterior space for people to gather and interact
- ✓ Style of architecture of the retail building
- ✓ Color of paint and choice of exterior building materials
- ✓ Design of the physical entrance and exterior window displays

The objective of retail store design is to positively impact customer experience and create value, which is the primary goal of retailers in the supply chain.

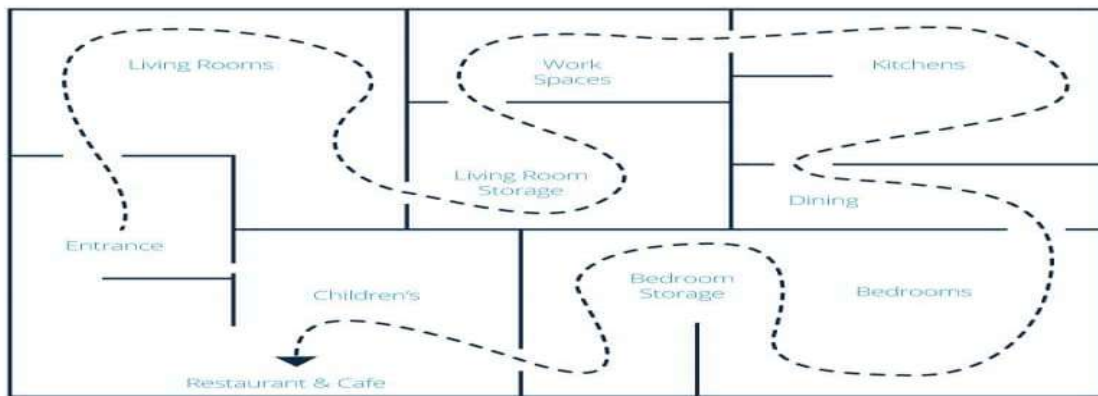
- **Essential Retail Store Layouts**

Once you research and understand how customers navigate your store, you can start influencing how they interact with the merchandise. The foundation for this strategy is the design of your store floor plan. To create an environment that strategically emphasizes the desired purchasing behavior, it is essential to use all of the floor space



you have allotted for merchandise, base your layout on the principles of customer behavior, and not sacrifice customer flow for artistic taste. With these factors in mind, the following are common store layouts for your consideration.

- **Forced-Path Store Layout**

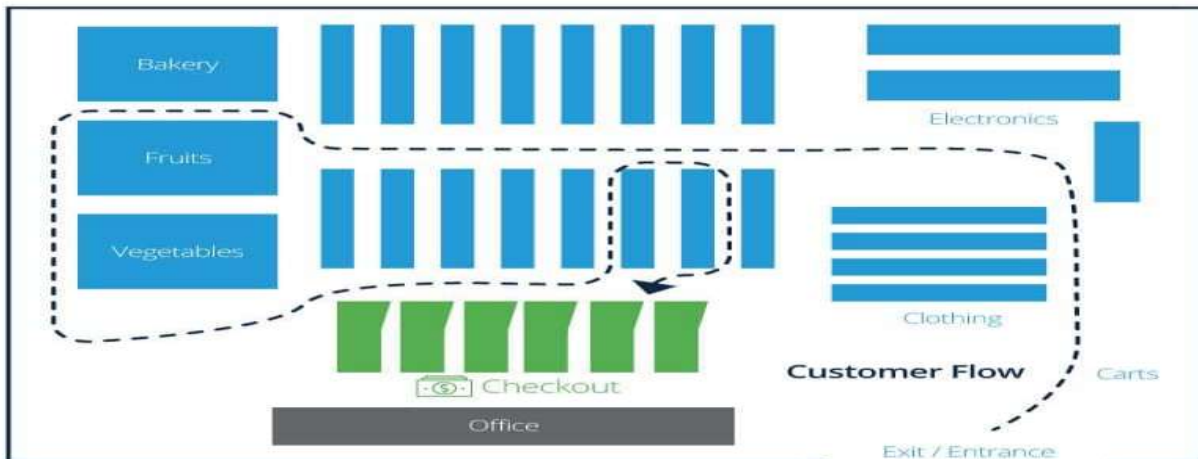


This layout directs the customer on a predetermined route through the retail store. As an example, Ebster uses furniture retailer IKEA to demonstrate the use of the forced-path store design. Research shows that, with this type of store layout, IKEA achieves a uniform and efficient customer flow that promotes higher sales.

Ebster discusses the advantage of a forced-path layout: Every aisle in the store is maximized. With customers exposed to all of the merchandise offered, this design might entice the customer to make an unplanned purchase. However, he points out that using this store layout risks irritating shoppers that have a specific task and desired location, and could also overwhelm shoppers by hurrying them through an experience of customers all moving in one direction together, quickly.



- **Grid Store Layout**

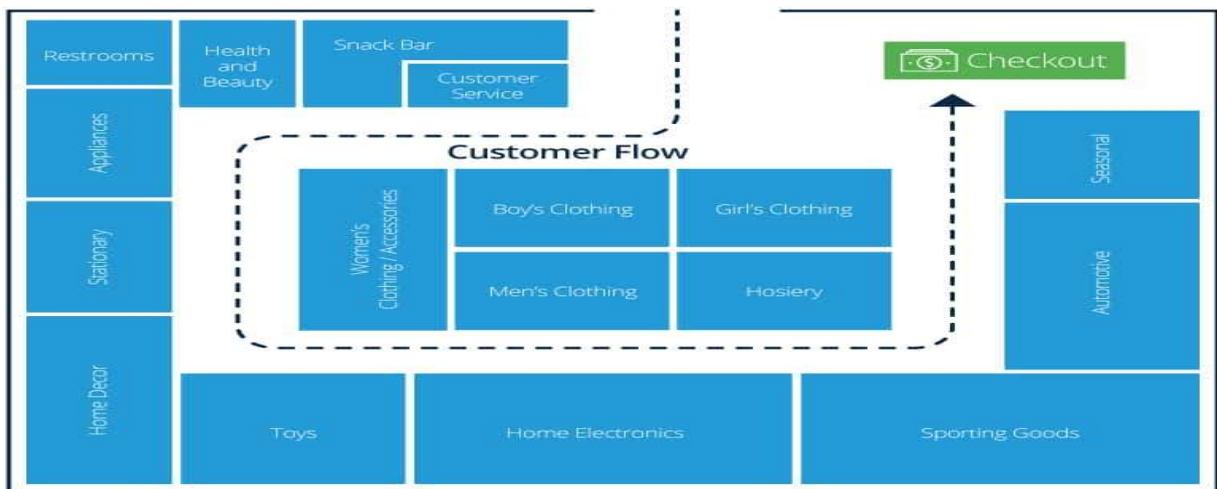


The grid store layout design is a familiar, repetitive pattern favored by retail drugstores like Walgreens and hardware stores like Ace Hardware. According to Ebster, there are multiple advantages to the grid layout, including the following:

- Customers can move quickly through an efficient floor space using standard fixtures and displays.
- The presentation is uniform and comfortable due to its popularity, creating a seamless customer experience.
- Design simplifies inventory control for the retailer - a key to retail strategy that leverages store design to maximize profitability.

However, the downside of this layout is the lack of aesthetics and the “sterile and uninspiring” environment often associated with its use. To counter this, Ebster recommends effective signage to guide customers and create a “cognitive map” of the store.

- **Loop Store Layout**



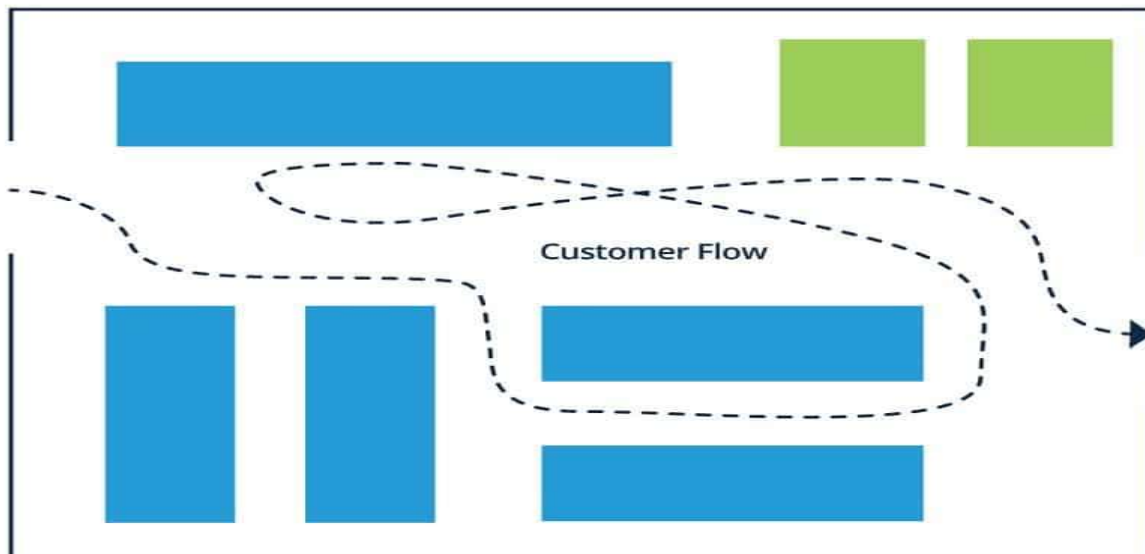
Also known as the “racetrack” layout, think of the loop design as the “yellow brick road” of retail store layouts. Ebster uses this analogy to describe the way a loop store layout uses a path to lead customers from the entrance of the store to the checkout area. This is a versatile choice for store design when implemented with another layout style or used as a prominent feature of the retail store. Ebster recommends this layout for a larger retail space (over 5,000 square feet) and encourages a clear and visible loop for customer flow.

Designers accomplish the loop effect by making the floor path a standout color, lighting the loop to guide the customer, or using a different floor material to mark the loop. Lines are not recommended, as they can be a psychological barrier to some customers, potentially discouraging them from stepping away from the loop and interacting with



merchandise. Ebster encourages a loop design that rewards the customer with interesting visual displays and focal points on the way to the checkout area.

- **Straight Store Layout**

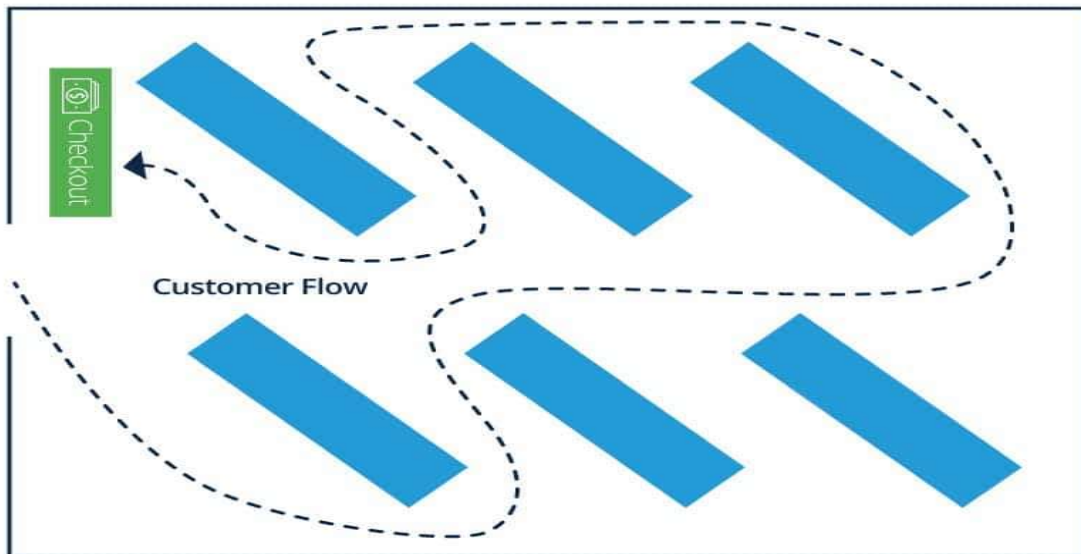


The straight store layout is efficient, simple to plan, and capable of creating individual spaces for the customer. Plus, a basic straight design helps pull customers towards featured merchandise in the back of the store. Merchandise displays and signage is used to keep customers moving and interested.

Liquor stores, convenience stores, and small markets use the straight design efficiently. However, the drawback is the simplicity: Depending on how a customer enters the store and moves past the transition zone, it may be more difficult to highlight merchandise or draw them to a specific location.



- **Diagonal Store Layout**

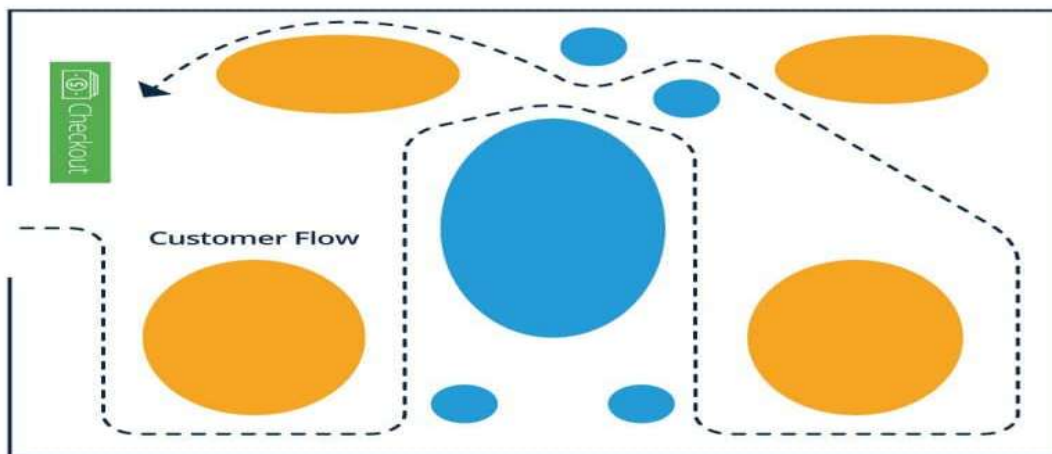


Just as the name implies, the diagonal store layout uses aisles placed at angles to increase customer sightlines and expose new merchandise as customers navigate through the space. A variation of the grid layout, the design helps guide customers to the checkout area. Small stores can benefit from this space management option, and it is excellent for self-service retailers because it invites more movement and better customer circulation.



When the checkout is located in the center and possibly raised up, the diagonal layout offers better security and loss prevention due to the extra sightline effect. The downside of this layout is that it doesn't enable the customer to shortcut toward specific merchandise, and the risk of narrow aisles is higher.

- **Angular Store Layout**

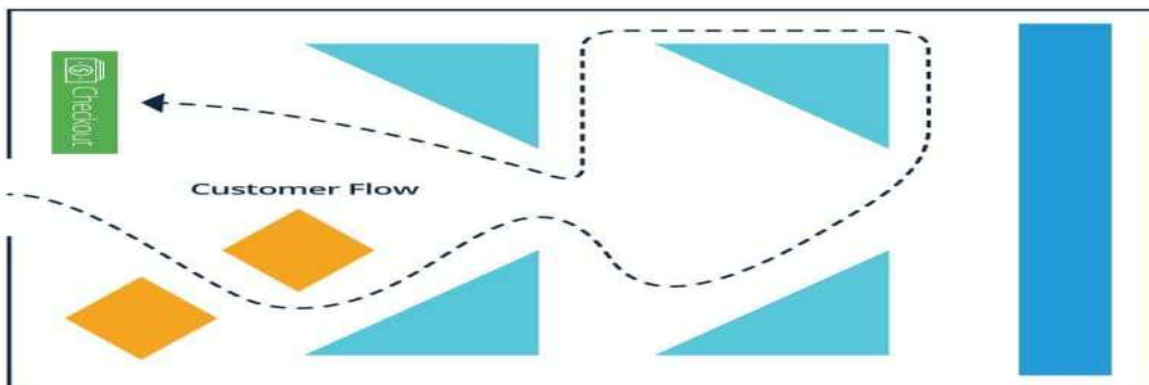


The name of this design is deceptive, as the “angular” store layout relies on curved walls and corners, rounded merchandise displays, and other curved fixtures to manage the customer flow. Luxury stores use this layout effectively because, according to Herb Sorenson’s research from *Inside the Mind of the Shopper: The Science of Retailing*, customers notice free-standing product displays 100 percent of the time (end cap displays - those at the end of aisles - also get noticed 100 percent of the time).



There is a perception of higher quality merchandise that the angular layout leverages to target the appropriate customer behavior in that environment. And although this design sacrifices efficient space use, because of the rounded displays and limited shelf space, if a retailer has sufficient inventory storage away from the sales floor, this layout is useful in creating a unique perception.

- **Geometric Store Layout**

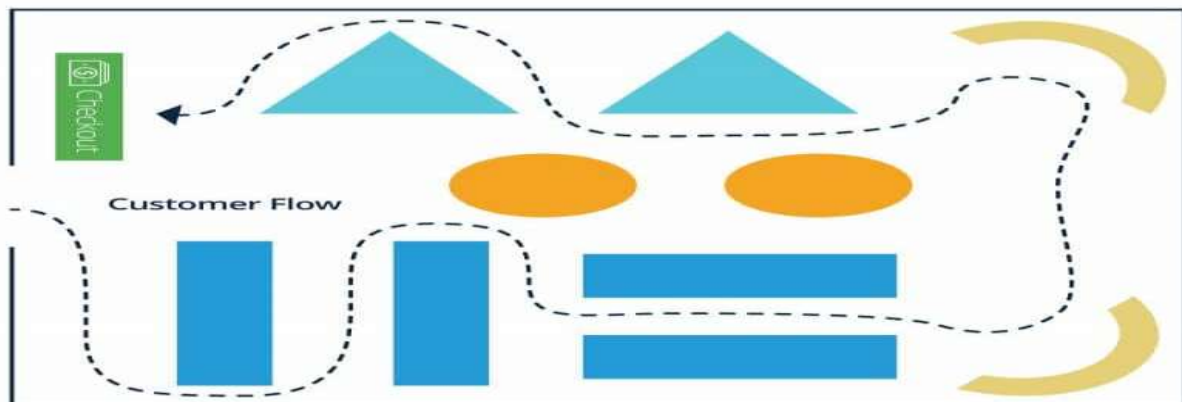


Popular with retailers targeting trendy millennials and Generation Z demographics, a geometric layout offers artistic expression and function when combined with the appropriate displays and fixtures. The unique architecture of some retail stores, including wall angles, support columns, and different ceiling styles mix well with the uniqueness of a geometric layout.



Merchandise displays and fixtures of various geometric shapes and sizes combine to make a statement, often as an extension of the retailer's overall brand identity. Clothing and apparel stores use a variety of environmental merchandising strategies (for example, music, scents, and artwork) with the geometric layout to enhance the customer experience.

✓ Mixed Store Layout



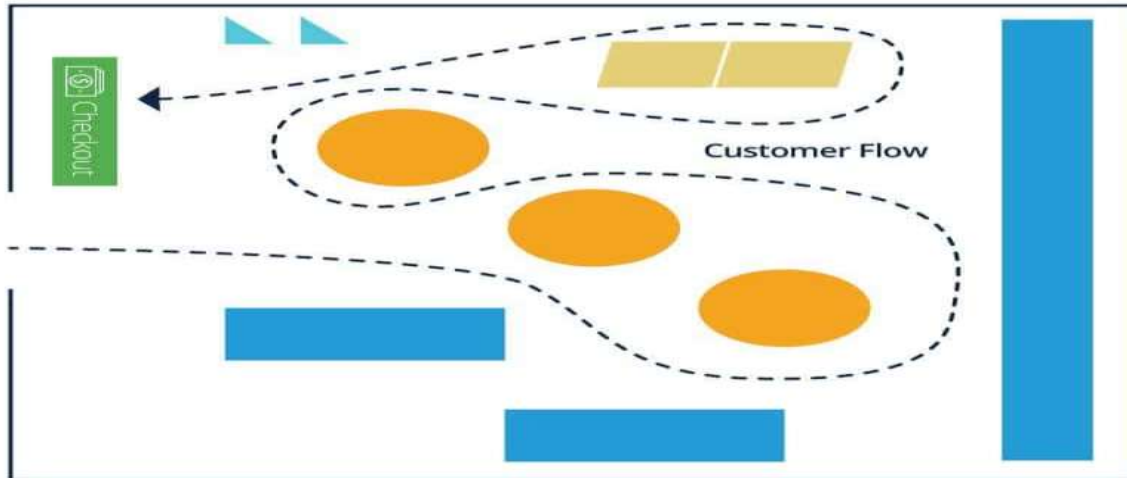
The mixed store layout uses design elements from multiple layouts to create a flexible option for retailers. Department stores use a compelling mix of straight, diagonal, and



angular concepts, among other design elements, to create a dynamic flow through a range of departments featuring a variety of merchandise.

Large grocery store chains also successfully combine mixed store layout elements. For example, customers have the flexibility to navigate through a grid layout for their basic groceries but feel compelled to search the angular displays featuring high-margin wine, beer, and imported cheeses. The advantages of combining different store layouts seems apparent, but the space and resource requirements to maintain this design can pose difficulties to retailers.

- **What Is a Free Flow Store Layout?**

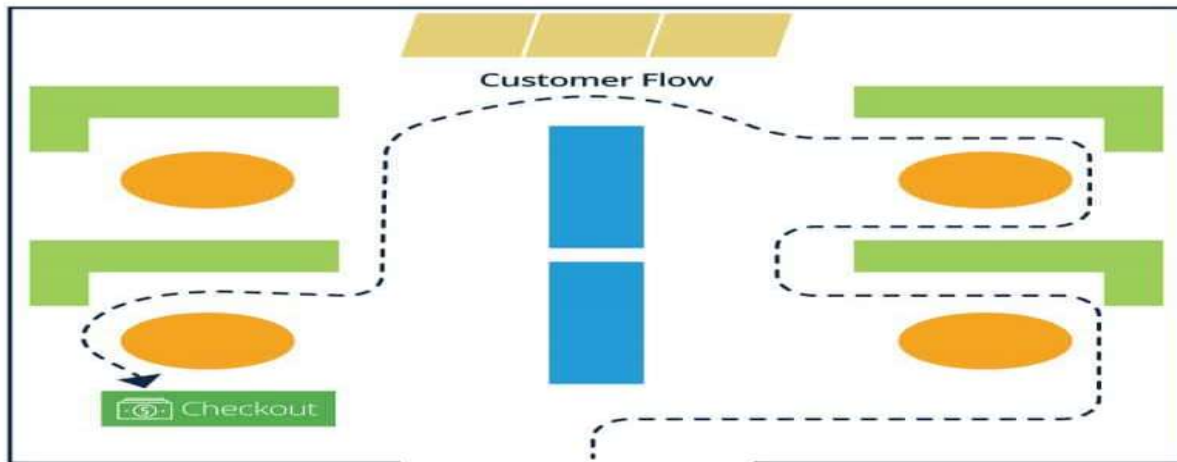


A free flow layout rejects typical design patterns and styles commonly used to influence customer behavior. In a free flow layout, the intent is not to lead the customer using predictable design patterns, displays, or signage. There are no specific design rules followed for this retail store design, and customers have more liberty to interact with merchandise and navigate on their own. For this reason, the free flow layout is sophisticated in its simplicity.

Ebster points out that customers feel less rushed in this creative environment. Retail stores look less sterile in the free flow design, and merchandise may seem more intriguing. The only limitation for retailers using this layout is the overall space available, but that doesn't mean that the research on customer navigation behavior and tendencies shouldn't be accounted for as well. The main disadvantage to this experimental design layout is the risk of confusing customers past the point of their preferred behavior and disrupting customer flow.



- **What Is a Boutique Store Layout?**



According to Ebster, the boutique layout (also called shop-in-the-shop or alcove layout) is the most widely used type of free flow layout. Merchandise is separated by category, and customers are encouraged to interact more intimately with like items in semi-separate areas created by walls, merchandise displays, and fixtures. Typically used by boutique clothing retailers, wine merchants, and gourmet markets, this layout stimulates customer curiosity in different brands or themes of merchandise within the overall category.

- The downsides of the boutique layout include the following factors:
- Reducing the total display space for merchandise with inefficient space management
- Encouraging too much exploration of separate areas within the store
- Confusing customers past the point of purchasing behavior.



Self-Check 3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

11. List out those help you to implement promotional activities?

- ✚ _____
- ✚ _____
- ✚ _____
- ✚ _____

. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 4- Selecting Sales Outlets

4.1 Selecting Sales Outlets

- **OUTLET SELECTION AND PURCHASE**

The selection of retail outlet therefore, can be made considering a number of factors. These are: outlet image, advertising, outlet location and size consumer characteristics.

- ✓ **Outlet Image**

It is the perception of the consumer about the store. It concerns all the attributes associated with the store. It can be perceived on the following dimensions.

The table gives dimensions of store image. Marketers make extensive use of these dimensions to formulate retail strategies. First they try to project a favorable image; secondly they try to group customers with similar wants, and they try to coordinate the two together, to be effective as a retail store. Some stores which try to be “everything to all customers” fail miserably, as their image is not focused in a proper manner. The target market must be well defined. There can be junior stores, senior stores, veteran stores, feminine stores, low-priced stores, elite stores, etc. Some stores concentrate on providing service when it is not available easily. They provide service all round the clock, and give a lot of importance to service. All these aspects create image in the minds of the consumer.



✓ Advertising

Retailers use price advertising and attract people to stores. People usually come to buy the advertised items and also end up buying other products. Sales of additional items are known as spillover **sales**. Price is also an important factor for purchasing the product and, at least three decisions in this regard are necessary:

- How much discount should be given?
- How long should the discount last?
- How should the information be given to the target customer?
- Should preference or comparison price be used?

Consumers perceive price advertisement as reduction in price. Many advertisers project the regular price, as well as the offered price, showing a discount or a substantial savings.

Reference price is the price compared with other products on sale. Other factors like product category, brand, initial price level, consumer group and retail outlet is also to be considered in price advertising.

✓ Outlet Location and Size

For the location of the store, convenience is the important factor. The consumers tend to buy from the store that is closest to them. All other things being equal, larger stores are preferred to smaller stores. People will go to smaller stores or nearby stores for minor items, but for purchasing items of high value, or specialty items, people will take the trouble of going to distant places and choose the best.

Location creates an impact on the consumer. Travel time to reach the store is an important factor. If it takes more than 15 minutes to reach the store and if there are traffic jams in the way it is a hindrance or a barrier in the way of shopping for many consumers. The square feet of floor space is also an important factor.

Consumers like ample space to move around and want to see the displays and the products closely. Location of the store may not be so much importance to many as may be other variables like the price, the variety, store quality and cleanliness and the



ambience of the store. Stores in attractive surroundings are preferred to those in unattractive surroundings.

✓ **Consumer Characteristics**

Consumer characteristics must be studied because it gives an idea of the consumer. Different consumers have different reasons and different desires for shopping. Some buy for convenience others for an image, some others for fulfilling obligations, etc. In this connection, perceived risk and shopper orientation are quite important.





Self-Check 4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

12. List out those help you to implement promotional activities?

 _____

 _____

 _____

 _____

. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Read the specific objectives of this Learning Guide.

1. Follow the instructions described below.
3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them
4. .Accomplish the “Self-checks” which are placed following all information sheets.
5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
6. If you earned a satisfactory evaluation proceed to “Operation sheets
7. Perform “the Learning activity performance test” which is placed following “Operation sheets” ,
8. If your performance is satisfactory proceed to the next learning guide,
9. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”.



Information Sheet 1- Negotiating Product Price

1.1 Negotiating Product Price

Learn how to negotiate with vendors at a buying show or market to receive the best pricing and terms on products with these 10 negotiation tips.

- **PREPARE WELL**

Ezra Bailey / Getty Images

Being prepared and informed is the greatest advantage a retailer can have going into vendor negotiations. Learn as much about the supplier and its products as possible. How do their prices compare to the competition? What level of service do they provide their customers? Vendor negotiation preparation also includes setting goals to determine what you want and what you can live with.

- **ALWAYS TELL THE TRUTH**

Deception tactics, such as bluffing or falsification, may do more damage than good in the vendor negotiation process. Lying is not only unethical, but it can be difficult to maintain.

Of course, when you are honest, be careful not to give away your bargaining power. It's not necessary to tell everything you know. Just stick to the truth when you do.

- **SHOW YOUR POTENTIAL**

If you are meeting with a potential vendor for the first time, odds are they may know nothing about your company. Begin the negotiation with some history of your retail business. Explain any future expansion plans and let the vendor know how doing business with you will help them.

- **ASK ABOUT INCENTIVES**



As the negotiation process comes to a close, make sure the offer is put to paper. Don't sign any sales contract unless it matches the verbal agreement. And take the time to read the agreement carefully rather than assume it has everything in it that you discussed.

• PRACTICE, DRILL, AND REHEARSE

Not everyone is a natural negotiator. It takes time to learn when to speak, when to be silent, and how to read body language. The more you negotiate and sharpen your skills, the better you'll get. Consider practicing on a colleague to accelerate your growth and prepare for your next negotiation.





Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

13. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Information Sheet 2- Exploring Opportunities For Variations In Design

2.1 Exploring Opportunities For Variations In Design

Manufacturers frequently offer numerous variations of branded products. We call these variations branded variants (Shugan 1989). It is virtually impossible to avoid branded variants. They permeate most durable and semidurable goods, including alarm clocks, answering machines, appliances, baby items, binoculars, dishwashers, luggage, mattresses, microwaves, sports equipment, stereos, televisions, tools, watches, and many others. Manufacturers create branded variants in many ways, such as changing color, design, flavor, options, style, stain, motif, features, and layout (Shugan 1989). Imagine shopping for a Seiko watch.

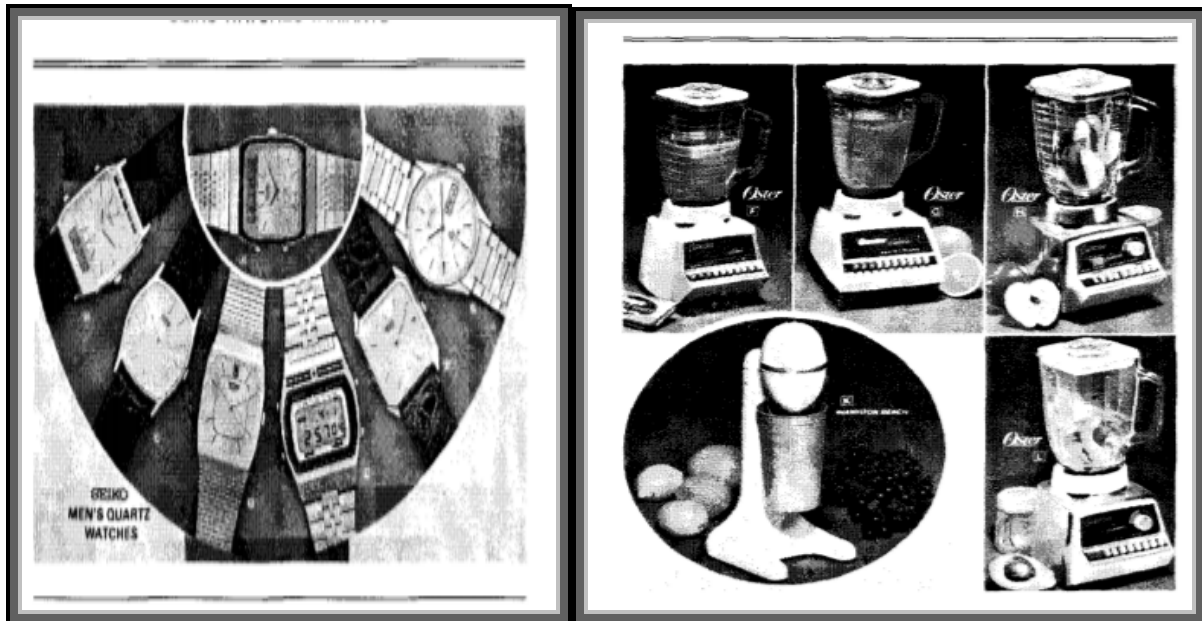
Although many stores carry Seiko watches, each store often carries more than 40 variants. Seiko watches come with different colored bands; in digital or analogue; with large, small, or luminous hands; and with a myriad of other features (see Figure 1). Oster blenders offer another example. Four of the many variants made by Oster and available at one store are shown in Figure 2.

Two blenders each have 10 speeds (7 continuous), the other blenders have 14 and 16 speeds, respectively. They all differ in weight, appearance, and many other minor features. One blender includes a cookbook. Sealy mattresses provide another example. Sealy offers a wide variety of mattresses that vary along numerous dimensions, including durability, *Mark Bergen is an associate professor, and Shantanu Dutta is an assistant professor, Graduate School of Business, University of Chicago. Steven M. Shugan is the Russell Berrie Eminent Scholar Chair and Professor, University of Florida. The authors are listed in alphabetical order for lexicographic convenience; all authors

contributed equally to the paper firmness, padding, number of springs, color, and covering style.

The major reason suggested by existing marketing literature for manufacturers offering these product variations is heterogeneous consumer tastes. The literature uses the term product assortment to describe these variations and suggests that product assortment is a way for manufacturers to reach different market segments (Kotler 1991; Stern and ElAnsary 1992, p. 51). Consequently, manufacturers produce different products with the same brand name, because brand names are a way to build brand loyalty (Wernerfelt 1991).

Figure 1 SEIKO WATCHES VARIANTS





Self-Check 2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

14. List out those help you to implement promotional activities?

- ✚ _____
- ✚ _____
- ✚ _____
- ✚ _____

. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Information Sheet 3- Confirming Supply Arrangements

3.1 Confirming Supply Arrangements

Retailing is built on the principle of buying something for one price and selling it for a higher price. At the heart of that simple process is the supply chain bringing in a steady flow of product.

Most retailers are not vertically integrated, instead focusing their attention on the ends of the supply chain – product selecting and retailing. In the middle, there is a massive chunk of the supply chain that is managed and performed by product and logistics suppliers.

Retailers and suppliers therefore share a common goal and rely on each other for mutual success. For a retailer, it is crucial to select the right supplier that can consistently fulfil orders at the right time for the right price.

This workshop will go through:

- Selection and evaluation process
- Negotiation with suppliers
- Formalising contracts
- Monitoring supplier performance





Self-Check 3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

15. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 4- Selecting Presentation Of Design Product

4.1 Selecting Presentation of Design Product

• CHOOSING PRODUCT FOR YOUR RETAIL STORE.

There are several factors that need to be considered when selecting products to sell in your store. When starting your retail business, this decision of what to sell is probably the most difficult decision you will have to make in the beginning. There is an endless amount of products out there that you can choose from, and it can definitely seem quite daunting at first look. The most difficulty when choosing products for your store will be finding products that are in demand, can turn a profit, and is enjoyable for you to sell. Before you commit yourself to a product line, keep these important factors in mind:

✓ **Popularity.**

Timing is key when you choose to select products based on what's popular. Of course, it would be great if you could stock your store with everything that is hip, trendy, and current, but you have to be ahead of the trends. You need to be able to pick products that are at the beginning of their life-cycle if you want to be successful. The skill of being able to tell which products will be popular and trendy before they become popular and trendy is an excellent skill to have.

✓ **Consumable.**

One way a retailer can establish long term sales is selecting products that are consumable. These types of products require recurring purchases, and therefore they have recurring sales value since the product needs to be replaced frequently. This is also a good way to build brand loyalty. If you are able to establish a customer base with consumable products, your customers will most likely want to come back to you for another purchase of the same product.

✓ **Profit.**

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There are a few really good ways to ensure that your products are unique and can't really be found anywhere else. Either make them yourself, partner with another small business that can make the product that you would then sell, or you could consider private label products. Private label products would allow you to brand an item that is made by another person.

The aforementioned factors are just some of the more important things to consider when finding and choosing products for your store. Also, ask yourself some of these questions:

- Is this product something that you are excited about?
- Is there really a need for this type of product in your market today?
- Do you like it? Would you personally buy it, or perhaps give it to someone else close to you?
- Do you see yourself continually selling this product in the future?

One of the keys in retailing is to be confident in your products. Believe in them and you can sell almost anything that you purchase for resale. It might take a little time before you find a product line that is really right for you, right for your market, and is right for you to resell.





Self-Check 4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

16. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Information Sheet 5- Documenting Sale Conditions

5.1 Documenting Sale Conditions

- Documenting the sale of goods between private people



In this day and age, an omnichannel marketing process and an integrated selling process focused on user experience can often obscure the most basic truth: the **sale of goods** and services between a buyer and a seller means that the two parties are, essentially, entering into an agreement – an agreement that needs to be documented.

• THE PROCESS OF DOCUMENTING THE SALE OF PRODUCTS

When consumers are unhappy with a purchased product and want to return it to the seller (whether retail in-store or online), they must bring along their **receipt**. Why? 1) It substantiates that the sale did occur and 2) this “**receipt**” usually has on it specific clauses that regard the “conditions” of the sale. This means the item and transaction may be “final sale” or subject to in-store credit only or else, eligible for refund only if returned within a certain amount of time. The bottom line: this piece of paper is essentially **documenting the sale** between buyer and seller. A **sale of goods** agreement is a **contract** of conditions under which the seller agrees to transfer ownership of the property – usually, the goods – to the buyer, for a monetary sum. When **documenting the sale**, the most standard clauses apply: how the goods will be delivered, warranties and return policies. But, especially if the buyer is company or a wholesale purchaser, there may be other clauses regarding minimum order requirements and customs considerations for international purchases.

• OBLIGATIONS OF BOTH PARTIES

A **contract** that is responsible for **documenting the sale** has to also clearly outline what the obligations of both parties are for the sale to be considered “successful” or viable. On part of the seller, it is that they must deliver goods according to the quality and quantity previously agreed on, ordered, and accepted. If there is a chance that the final product might not match specification, a disclaimer or note that states this, clearly visible, and made [i]before[/i] purchase is imperative in order for the seller to be legally protected from damages. There can also be no document that keeps ownership in the seller’s name. By **documenting the sale**, they are essentially transferring ownership rights to the buyer. For the buyer, the obligations include punctual payment and accepting the delivery of the goods. This might mean that, if there are costs associated



with shipping or customs, above and beyond the sale, the **contract** [i]must[/i] clearly state this that the buyer must cover this cost.


A thorough sale of goods **contract** will take it one step further than simply obligations. It will also address “who gets what” if there is a breach of contract. An agreement of this kind doesn’t only exist to inform individuals of their rights in an exchange. **A sale of goods agreement** takes the time to outline the contingencies of what might happen should either party breach the **contract**, who is responsible, and under what conditions are they responsible? Having these kinds of legalities tied into a sale of goods **contract** can help mitigate any future conflict.

Self-Check 5	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

17. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

Information Sheet 6- Using Promotional Tools

6.1 Using Promotional Tools

Promotional tools are tactics or activities you plan and execute to persuade consumers to buy your products or services. As a consumer, you likely partake of these activities yourself without realizing it; as a businessperson on the selling side, finding effective tools is challenging. Try a combination and make note of what works. If what you're selling is fairly generic, your promotional tools will typically be price-oriented, such as discounts. If you are a specialized seller, find tools other than price to persuade consumers to buy.

- **SAMPLING**



Offering a sample of your product or service is a tool to get your customers to try it, with the goal of them paying for it next time. This is typically effective if you position yourself as different from other businesses, where customers might be unwilling to pay for something new when what they are purchasing now is familiar to them and satisfying.

- **DISCOUNTS AND SALES**

Implement pricing strategies such as discounts and sales as promotional incentives for customers to buy. Discounts can be offered in advance, such as through direct-mail offers. You can also send quick response codes, known as QR or bar codes, to customers' phones for instant discounts that don't require a paper coupon or ad. Sales can be promoted in advance and also on location for retail businesses. These tactics can encourage sales during the offer period; devise customer follow-up methods to turn these into repeat buyers, particularly if what you are selling is similar to what your competitors sell.

- **SWEEPSTAKES AND CONTESTS**

Designing a sweepstakes or contest can promote your product or services in a participatory manner, but they can be tricky. There are legal considerations with sweepstakes, such as not mandating a purchase in order to participate and in some states they may be banned completely. Subjectively judging contest entries can lead to disgruntled participants. You can mitigate potential issues by having multiple winners, such as first- through fifth-place winners in age categories. Having children draw a picture of your product or business and then displaying the entries is an example of a contest.

- **DISPLAYS**

Prominent displays in retail stores and other business establishments draw attention to a product or service. Put the display in a high-traffic area, such as near a restroom or, in retail stores, next to the check-out register or other popular products. The display can advertise another consumer promotion tool, such as a sale. Service providers can



integrate a continuous-loop video about their services, or to offer instructions or advice.

- **PREMIUMS**


Premiums can promote sales and build brands. Examples of premiums are loyalty programs, offering discounts or something free after a certain number of visits or purchases, and a bonus with a purchase. For example, a bonus could either be extra volume of the same product or an additional product. A toy hidden in a box of cereal is an example of a bonus premium. To enhance building your brand, consider offering a bonus such as a t-shirt or hat with your company's name on it.


Self-Check 6	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

18. List out those help you to implement promotional activities?

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. Answer the following question!



Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask your teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

LG #57	<ul style="list-style-type: none">• LO #6- Improve Marketing Performance
<ul style="list-style-type: none">• Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none">• Monitoring and investigating changes in market opportunities• Analyzing performance gaps• Encouraging relevant people.• Seeking and analyzing customer reaction.• Conducting ongoing research of customer requirements• Conducting ongoing monitoring of marketing activities and evaluation <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none">• Monitoring and investigating changes in market opportunities• Analyzing performance gaps• Encouraging relevant people.	



- Seeking and analyzing customer reaction.
- Conducting ongoing research of customer requirements
- Conducting ongoing monitoring of marketing activities and evaluation

Learning Instructions:

Read the specific objectives of this Learning Guide.

1. Follow the instructions described below.
10. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them
11. Accomplish the “Self-checks” which are placed following all information sheets.
12. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
13. If you earned a satisfactory evaluation proceed to “Operation sheets
14. Perform “the Learning activity performance test” which is placed following “Operation sheets” ,
15. If your performance is satisfactory proceed to the next learning guide,
16. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”.



Information Sheet 1. Conducting ongoing monitoring of marketing activities and evaluation

The intangible benefits of marketing – improving and enhancing brand awareness; educating customers and prospects about product benefits; and strengthening stakeholder relationships – make measuring its financial impact a perplexing and challenging process. Ideally, marketing performance measurement should be a logical extension of the planning and budgeting exercise that happens before a company's fiscal year. The goals that are set should be both measurable and applicable to every marketing role within an organization. Companies employ various methodologies to measure marketing performance and ensure they meet those performance goals.

The key to a successful ongoing marketing strategy is twofold: understanding causality and good execution of the marketing plan

Once you have your evaluation techniques in place, you can start to fine tune your marketing plans to make them more productive.

- **SALES**

One of the more important techniques you will use to measure the effectiveness of your marketing plans is to measure how a marketing program affects sales, according to Stuart Ailing, writing on the Marketing Plan website. You should know what your sales cycle is, so be sure to take that into account when evaluating the effect of your marketing on sales. A significant increase in sales after the release of a marketing plan



indicates that the plan is effective, and you will want to use portions of that plan in future marketing endeavors.

- **MARKET RESEARCH**

Asking your target audience about the effectiveness of your marketing plan is a technique that can help you to create better marketing programs in the future, according to the Business Knowledge Source website. Conduct market surveys by phone, email, standard mail and in person to determine what your target audience thought was effective about your marketing, and what aspects of your plan did not work. This information is valuable in refining your advertising to better reach your target group.

- **CUSTOMER SATISFACTION**

An effective marketing campaign reaches existing customers as well as potential clients in your target audience. Evaluate repeat sales to see if existing clients are buying more accessories or additional product after your marketing has begun. Creating a positive marketing message can also prompt existing customers to feel a sense of confidence in your company that can result in repeat sales for many years. Monitor repeat sales and the sales of accessories to existing clients to see if your marketing is strengthening the confidence your current customers have in your company.

- **NEW MARKETS**

As part of your marketing plan, you develop a profile of your target market. You know where your existing customers are located and their buying habits. When you are evaluating the effectiveness of a marketing plan, analyze the results that the plan is having in new target markets. See if the buying cycle is quicker with the new target audience, and consider aiming future marketing campaigns at similar new groups of clients.





Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

19. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 2- Analyzing Performance Gaps

2.1 Analyzing Performance Gaps

- **What Is a Market Gap Analysis?**

A market gap analysis (performed internally or externally) is a way to research sales opportunities where the demand is greater than the supply. Using this process can help a company identify markets that are currently under-served. Through the deployment of market gap analyses, an organization can make logical decisions based on market facts rather than opinion.

A market gap analysis differs from market research in that it's proactive rather than reactive.

Business to consumer (B2C) companies take advantage of this process often. The market they might investigate can be geographic (there's nobody selling anything like our product on the west coast), product based (there was a time when no one was selling mobile phone cases that doubled as wallets), service based (there may a lot of dogs in a city, but not many dog walkers or other pet care businesses), or look for a way to better utilize existing resources (think of Uber launching Uber Eats).

- **Benefits and Challenges of a Gap Analysis**



Gap analyses are a frequently-used tool because of the many benefits they can bring to the companies and organizations that implement them. These benefits include the following:

- ✓ Insight into areas that need improvement, such as efficiency, products, profitability, processes, customer satisfaction, performance, participation, and competitive advantage
- ✓ Ensuring that project requirements have been met
- ✓ Finding areas of weakness and shortcomings to address
- ✓ Uncovering differences in perception vs. reality
- ✓ Providing information to guide decision makers, which can lead to better decisions
- ✓ Finding the best places to deploy resources and focus energy
- ✓ Prioritization of needs
- ✓ If performed well, the results of a gap analysis are clear and easy to understand

While valuable, gap analyses are not perfect. Some challenges related to the gap analysis process include the following:

- ✓ Successful completion depends on knowledge and persistence of the people involved in the process.
- ✓ While the process may expose some causes, if it doesn't go deep enough, the proposed resolutions will not address the real root cause or can miss the complexities behind them. For example, when evaluating sales performance, an analysis might conclude that sales reps are not offering a new product enough, but may not find out why. Are they not familiar enough with the product? Are customers unwilling to change from an existing product? Or does the new product not work as advertised?
- ✓ The analysis can be inaccurate, as the ground is constantly shifting (especially in large organizations or in fast-moving industries)





Self-Check 2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

20. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 3- Encouraging Relevant People

3.1 Encouraging Relevant People

Every organization needs a great leader charting the course--but you must have leaders within your company as well. Some of today's most effective businesses encourage every one of their employees to take on leadership roles in their organizations. When employees throughout a business become leaders, decisions are made more quickly, customers are happier and tremendous amounts of time, energy and money can be saved. Here's how.

1. Promote Teamwork across Borders

Bust silo thinking by building cross-functional teams that cut across departmental boundaries to take full advantage of the ideas and expertise of all of your people. When you assign employees to these teams, encourage them to take on both formal and informal leadership roles, and reward them when they do it. This practice will also lead to improved communication throughout your organization, greater ability to capitalize on opportunities and better solutions to very difficult problems.




The most effective businesses today encourage every employee to take on leadership roles. Not only will this take some burden off of your shoulders, but your employees will be happier, more engaged in your business and more effective.


Self-Check 3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

21. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask your teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____



Information Sheet 4- Seeking And Analyzing Customer Reaction

4.1 Seeking And Analyzing Customer Reaction

- **Introduction to Customer Analysis**

A customer analysis (or customer profile) is a critical section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs. A customer analysis can be broken down into a behavioral profile (why your product matches a customer's lifestyle) and a demographic profile (describing a customer's demographic attributes).

A customer profile is a simple tool that can help business better understand current and potential customers, so they can increase sales and grow their business. Customer profiles are a collection of information about customers that help determine why people buy or don't buy a product. Customer profiles can also help develop targeted marketing plans and help ensure that products meet the needs of their intended audience.



- **Behavioral Analysis (Customer Buying Criteria)**

A behavioral analysis of customers (or psychographic profile) seeks to identify and weigh the relative importance of factors consumers use to choose one product over another. These factors, sometimes called buying criteria, are key to understanding the reasons that customers choose to buy your product (or service) versus the products offered by your competitors. The four major criteria that customers use to distinguish competing products are: price, quality, convenience and prestige.

In consumer transactions, price and quality tend to be the dominant factors. However with business-to-business (B2B) transactions (also called industrial marketing), service issues such as reliability, payment terms, and delivery schedule become much more important. The sales transaction in an industrial marketing scenario also differs from consumer marketing in that the purchase decision is typically made by a group of people instead of one person, and the selling process can be much more complex (including stages such as: request for bid, proposal preparation and contract negotiations).

By identifying customer needs through market research and analysis, companies can develop a clear and concise value proposition which reflects the tangible benefits that customers can expect from the company's products. And once the primary buying criteria have been identified, marketing efforts can influence the customer's perception of the product along the four main dimensions (price, quality, convenience and prestige), relative to the competition's product.

- **Behavioral Analysis (Purchase Process and Patterns)**

Occasionally, customer behavior analysis requires a more in-depth understanding of the actual decision-making process of the customer purchase. This may be especially true in an industrial marketing scenario. Examples of purchase process questions to be answered here include:

- ✓ What steps are involved in the decision-making process?
- ✓ What sources of information are sought?




- ✓ What is a timeline for a purchase (e.g., impulse vs. extended decision-making)?
- ✓ Will the customer consult others in their organization/family before making a decision?
- ✓ Who has the authority to make the final decision?
- ✓ Will the customer seek multiple bids?
- ✓ Will the product/service require significant modifications?


Self-Check 4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

22. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points

Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Information Sheet 5- Conducting ongoing research of customer requirements

5.1 Conducting ongoing research of customer requirements

- **Customer research methods**

Your customers are the reason your business exists. Gathering as much information as you can about them through customer research will help refine and grow your business. The type of business you have and the kind of information you need to gather will influence the customer research methods you choose. You can conduct customer research yourself or hire a consultant to do it.

The following are some of the main customer research methods. Many of these methods can be combined to achieve multiple customer research goals.

- **ADVERTISING AND PROMOTION RESEARCH**

You can gather information about the effectiveness of your advertising by gauging:

- ✓ Your customers likely responses to your marketing and promotional strategies through testing in a forum such as a focus group



- ✓ The sales figures for each of your market segments
- ✓ The attitudes of customers within each market segment.

• **BRAND TESTING**

You can determine how your customers feel about your brand and product names by:

- ✓ Using focus groups and surveys designed to assess emotional responses to your product and brand names
- ✓ Engaging branding researchers to study your brand's performance in your market using existing available brand research.

• **PRICE TESTING**

You can work out how sensitive your customers are to price changes by using formulas that measure revenue – multiplying the number of items you sold by the price of each item. These tests allow you to calculate whether your total revenue increased or decreased after making price changes by:

- ✓ Calculating changes in the quantities of products demanded by your customers alongside changes in product pricing
- ✓ Measuring the impact of your product pricing on product demand.

• **CUSTOMER SERVICE AUDIT**

You can work out whether you provide adequate customer service by:

- ✓ Developing customer surveys or feedback forms
- ✓ Conducting customer panels or phone surveys.

• **MYSTERY SHOPPING**



You can perform quality control on your own store, or research your competitors', by employing a mystery shopper to enter the store as a customer to assess features such as:

- ✓ Sales staff behavior and attitudes
- ✓ Customer service approaches
- ✓ Sales techniques and strategies.

• **SOCIAL MEDIA MONITORING**

Another way to measure customer feedback and your customer service is by monitoring your social media engagement and feedback. Social media (particularly Facebook) is becoming a common element of many businesses' marketing and is increasingly used by your customers to provide feedback, share customer service experiences and make complaints. It can also be used to run surveys and test concepts. If managed well, it can be one of your most powerful customer research tools.





Self-Check 5	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

23. List out those help you to implement promotional activities?

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. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Score = _____



Information Sheet 6- Conducting ongoing research of customer requirements

6.1 Conducting ongoing research of customer requirements

In today's business environment, sustaining growth and profitability is never a guarantee. Technological and scientific advances shorten life cycles of products and services, business models change and new competitors appear from outside the industry. This constant instability makes it necessary to seek new business opportunities. In this article, we'll outline 8 ways to identify market opportunities for business growth.

First, you need to define a framework to help search for opportunities. To do this, it is necessary to understand your company's business direction and to have knowledge of the resources, strengths and capabilities of your company.

Once you have a good understanding of company goals and areas of expertise, the next step is to analyse the market, assessing consumer needs and how they are being met by companies today. In order to identify market opportunities, the business model as a whole must be evaluated by identifying consumers and companies and other factors such as brand value propositions, direct and indirect competitors, supply chains, existing regulations and the general environment. Let's examine how to analyze these factors in detail below.

- **Eight Analysis Types to Identify Market Opportunities**

- ✓ **Consumer segmentation**

To understand your demand, you must identify consumer segments that share common characteristics. These characteristics can be "hard" variables such as age, gender, place of residence, educational level, occupation and level of income or "soft" variables such as lifestyle, attitude, values and purchasing motivations.



Hard variables can help estimate the number of potential customers a business can have. For example, a nappies/diapers producer should know how many children under 3 years live in a certain country as well as the birth rate. Soft variables can help identify motivations that lead to purchasing decisions including price, prestige, convenience, durability and design.

An example of how segmentation can help identify market opportunities is Aguas Danone, a bottled water company in Argentina. Several years ago the company's sales were falling and they were looking for a new product. Aguas Danone identified two drivers behind non-alcoholic drinks consumption: health and flavor. Bottled water was perceived as healthy but did not offer the attribute of good taste. Soft drinks and juices tasted good, but were perceived as highly caloric. The company realized there was an opportunity for healthy drinks offering both taste and flavor. As a result, they launched flavored bottled waters Ser with great success. According to data from Euromonitor International, Aguas Danone has been the leader of Reduced Sugar Flavored Bottled Water in Argentina since launching in 2002, beating giants such as Coca Cola and Nestlé. As of 2016, Aguas Danone still had 57% off-trade value share of Reduced Sugar Flavored Bottled Water as well.

✓ Purchase situation analysis

Purchase situations must also be examined to uncover expansion opportunities. Questions to ask when reviewing purchase analysis are:

- When do people buy our product or service?
- Is it when they need it?
- Where do people make the purchase?
- How do they pay?

Looking at distribution channels, payment methods and all other circumstances that involve purchasing decisions can teach you how consumers buy and how you can position your product appropriately. Offering new shopping alternatives may bring new customers. For example, vending machines offering snacks like yoghurt and individual



juices have been introduced in the hallways of the subway of Santiago de Chile, promoting on-the-go consumption.

Another aspect to explore is the acceptance of different means of payment. For example, Amazon recently launched Amazon Cash in the US, enabling consumers without credit cards to shop online by adding credit to their personal Amazon accounts.

✓ **Direct competition analysis**

In addition to analyzing demand and purchasing situations, it is important to analyse supply. Knowing the existing players in the market where you are competing or going to compete is important when evaluating opportunities. Relevant questions in this case are:

- What are the products and brands of our industry that are growing more significantly and why?
- What is their value proposition?
- What competitive advantage do we have over them?

For example, SKY airline, competing in the Chilean market against a notably positioned brand such as LAN, found there was an opportunity to differentiate itself with a low cost model, which until then had not existed in Chile. SKY lowered its costs, by eliminating complimentary food and beverages for all passengers during flights and in doing so lowered its ticket prices. This helped the company increase its share of carried passengers from 10% in 2008 up to 20% in 2017, according to Euromonitor International.

✓ **Indirect competition analysis**

Opportunities can also be found by analyzing substitute industries. For example, thanks to the decrease in airfares, airlines may look for opportunities in consumer segments currently supplied by other means of transport. Air carriers should research how many people travel on long-distance buses and trains, which routes are the most in-demand, how much travelers pay for their tickets, what the occupation rate of long-distance buses



and trains is and what is necessary to persuade a current passenger of buses or trains to choose to travel by plane instead. This type of analysis helps establish competitive advantages against indirect competitors and provide insight on additional opportunities for growth.

✓ **Analysis of complementary products and services**

Companies should monitor the performance of other companies' products, which are complementary to their own. For instance, a packaging company should monitor sales of products that it could potentially package, while a company producing coffee machines should gather insights on the evolution of different types of coffee sales. Trends in complementary markets should be taken into account when making investment decisions.

✓ **Analysis of other industries**

In some cases, the objective of companies is not to continue operating within an industrial sector but to expand a certain business model or philosophy. For example, a British holding of companies, Easy Group, started maximising the occupancy rate of flights with the airline Easy Jet. Easy Group understood that it was preferable to sell a seat at a lower price than not selling it at all. Easy Jet opted for a rate management model that depended on the occupancy rate of flights and the time remaining until the day of the flight. With this business model, it managed to increase occupancy rates. Easy applied the same model to cinemas when it created Easy Cinema and then with buses for Easy Bus. In any case, to enter a new industry it is important to learn about competition first: market sizes, market shares, growth rates, unit prices, per capita sales and brands positioning.

✓ **Foreign markets analysis**

When a company operates in a mature or saturated market, exploring other countries may lead to additional opportunities. Markets in different countries grow at different paces for several reasons, including disparities in the level of economic development



and local habits. Knowing the evolution of per capita consumption of a given product in a given country can serve as an indicator of the maturity of the product's life cycle. Having information on the size of the market and competitors in other countries will help to estimate the business potential.

In addition to product sales, you can also investigate what happens in more developed countries in terms of consumption habits. For example:

- What is the percentage of people who use the Smartphone to pay for their purchases?
- What is the market share of private labels in a certain industry?

Answers to those questions in more developed countries can serve as indicators of the potential the indexes have in their own country. On the other hand, monitoring what happens in other countries may lead to new products or services present still absent in your current market.

✓ **Environment analysis**

Market opportunities can also be identified by analyzing changes in the environment with technological and scientific developments generating new business opportunities. For example, the growth of the Internet and smart phones' penetration has enabled the arrival of companies with new business models such as Airbnb and Uber. According to Euromonitor International, the share of mobile internet subscriptions to mobile telephone subscriptions in the world was 20% in 2011, reaching 53% in 2016. And while globally only 17% of households possessed a Smartphone in 2011, this percentage reached 45% in 2016. Beyond mobile and the Internet, artificial intelligence, robotisation, internet of things, biotechnology and renewable energy sources also provide multiple business opportunities.





Self-Check 6	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

24. List out those help you to implement promotional activities?

 _____

 _____

 _____

 _____

. Answer the following question!

Note: Satisfactory rating 100% points Unsatisfactory below

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



LAP Test	Practical Demonstration
-----------------	--------------------------------

Name: _____ Date: _____

Time started: _____ Time finished: _____

Instructions: Given necessary templates, tools and materials you are required to perform the following tasks within required hours.

Task 1: Taking and recording body measurements



Reference

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<ul style="list-style-type: none">• ANSWER KEY FOR MODULE TITLE: PERFORM RETAILING AND SALES PROMOTION

LO, #1- Gather Specific Retailing Information

Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 2 point)

1. The first step of customer research is identifying your customers.

A. True

B. False

2. Understanding your customers helps you to sell more.

B. **True**

B. False

Self-Check 2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 5 point)

1. Customer segmentation allows retailers to pinpoint their marketing strategies and deepen customer loyalty.

B. **True**

B. False


2. Without the help of customer segmentation, marketers can customize their efforts based on the preference of their customers.

B. True

B. **False**

II. Give short answer (each 5 point)

1. List out the seven most popular customer segments used in retail marketing?

 _____

 _____

 _____

1. Age:

2. First purchase

3. Devices used

4. Location

5. Income levels

6. Gender

7. Acquisition





Self-Check 3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 2 point)

1. What are the main four type's consumers buying behaviors?

 _____

 _____


 _____


 _____


- Variety seeking behavior
- Dissonance-reducing buying behavior
- Habitual buying behavior
- Complex buying behavior



3. List out features of merchandizing?

 _____

 _____


 _____


1. Packaging


2. Branding

3. Labeling

4. List out type's merchandizing?

 _____

 _____

 _____

1. Staple

2. Fashion

3. Fads

4. seasonal





Self-Check 5	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 2 point)

1. List out the advantages of identifying a target market?

 _____

 _____

 _____

 _____

- 1. Maximizes sales and profits
- 2. Helps you choose the right marketing channels
- 3. Uses limited time, money, and resources more efficiently
- 4. More effective marketing mix



Self-Check 6	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

III. Choose the best answer (each 2 point)

1. It is becoming common today for merchandisers to utilize video systems to generate consumer interest in their products.

C. True

D. False





Self-Check 7	Written Test
--------------	---------------------


Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Choose the best answer (each 2 point)

1. List out factors affecting retailing business?

 _____

 _____

 _____

 _____

1. Competition
2. Political climate
3. State of economy
4. Trends
5. Technology



LG#53 LO#2Determining Marketing Mix

Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

1. What the four basic rules to relieve volume pressure in the market

✚ _____

✚ _____

✚ _____

✚ _____

1. Clearly Communicate Supply Reduction And Stick To It

2. State That Market Share Is Being Defended

3. Make Every Effort To Avoid Price Aggression

4. Prepare Selected Counter-Actions To Show Ability Of Defense



Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

1. Distribution channels move products and services from businesses to consumers and to other businesses.
 - A. **True**
 - B. False

2. A simple distribution network is one that consists of only a single source of supply, a single source of demand, or both, along with fixed transportation routes connecting that source with other parts of the network.
 - A. **True**
 - B. False

3. Distribution networks may be classified as: Simple and Complex.
 - A. **True**
 - B. False



Self-Check 3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 5 point)

- 1. The purpose of determining the marketing is to satisfy the needs and wants of the customers in the most effective and economical manner.
 - A. True
 - B. False




II. Give short answer (each 5 point)

1. Write all the process of determining the marketing-mix?

-  _____
-  _____
-  _____

- 1. Adoption:
- 2. Testing:
- 3. Design:
- 4. Analysis:
- 5. Identification

2. List out the four major ingredients of the marketing-mix?

-  _____
-  _____
-  _____

- 1. Distribution
- 2. Price
- 3. Promotion
- 4. Product



Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 5 point)

1. The first step of customer research is identifying your customers.

A. True

B. False

2. Good customer research helps you work out how to convince your customers that they need your products and services.

A. True

B. False



Self-Check 6

Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

1. To bring in early sales and build a customer base, any business must begin by identifying its marketing mix.

C. True

D. False

3. The first step in this process is identifying your target customer.

A. True

B. False



LG#54 LO#3-Develop and Implement Marketing Plan

Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

1. In short, the marketing life cycle is designed to help marketers address their audience's specific needs as they go from a prospect to a subscriber through to a loyal customer.

A. **True**

B. False

2. The **operating cycle** is defined as the process by which a company spends cash to generate revenues and receives cash payments at the time of sale or in the future by collection on an account receivable.

2.1.1 True

2.1.2 False

3. The operating cycle length will vary from one business to another, depending upon the nature and shelf life of the products being sold.

A. **True**

B. False



Self-Check 2	Written Test
--------------	---------------------

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. choose the best answer (each 5 point)


- 1. A good marketing plan is a detailed marketing map that will help you grow your business.
 - A. **True**
 - B. False

- 2. Your marketing plan should reflect the work you and your team have done to develop your marketing strategy.
 - A. **True**
 - B. B. False

II. Choose the best answer (each 5 point)

1. What are the 2 parts included in marketing plan?

 _____

 _____

- A. A summary of your marketing goals and objectives, your marketplace and the tactics required to achieve your marketing strategy**

- B. The action plan you'll use to implement each marketing tactic.**




Self-Check 3	Written Test
--------------	---------------------


Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Give short answer (each 5 point)

a. List out all Steps to a Strategic Marketing Plan?

 _____

 _____

 _____

 _____

 _____

- A. Set your marketing goals
- B. Conduct a marketing audit
- C. Conduct market research
- D. Analyze the research
- E. Identify a target audience
- F. Determine a budget
- G. Develop marketing strategies
- H. Create an evaluation process
- I. Develop an implementation schedule

Self-Check 4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:



Self-Check 6	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. choose the best answer (each 5 point)

2.1.3 Every marketing plan is written and devised with a specific, well defined target audience in mind.

B. **True**

B. False

2.1.4 Plans usually target:

E. Employees;

F. Collaborators (external entities); and

G. Stakeholders.

H. All

A. The team involved in marketing effort may include?

3 Upper Management

4 Members of the management

5 “Influencers

6 Gatekeepers

7 A person in charge of the marketing effort

8 **All**





Self-Check 7	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:


I. Give short answer (each 5 point)

8.1 List out those help you to implement promotional activities?

 _____

 _____

 _____

 _____

A. Planning

B. Target Market

C. Consumer Interaction

D. Measuring Objectives