

# Training Presentation Demo Kit

# SWOT Analysis and Marketing Plan

Product Code: M113  
[www.globalmanagergroup.com](http://www.globalmanagergroup.com)

# Strategic Business Planning

## Planning Involves Eight Steps:

- ◆ Business Mission
- ◆ **SWOT Analysis:  
Internal**
- ◆ **SWOT Analysis:  
External**
- ◆ Goal Formulation
- ◆ Strategy Formulation
- ◆ Program Formulation
- ◆ Implementation
- ◆ Feedback and Control

# SWOT Analysis:

SWOT analysis means The overall evaluation of company's strengths, weakness, opportunities, and threats .

Two type analysis..

- **External environment analysis:**  
(Opportunities and threats analysis)
- **Internal environment analysis :**  
(strengths / weakness analysis)

# Key Generic Environmental Factors

<p><b>Political:</b></p> <ul style="list-style-type: none"><li>•Tax laws</li><li>•Stability of government</li><li>•Environmental legislation</li><li>•Government incentives</li><li>•Union laws</li><li>•Foreign trade regulations</li></ul>	<p><b>Economic:</b></p> <ul style="list-style-type: none"><li>•Money supply</li><li>•Wage controls</li><li>•Interest rates</li><li>•Energy costs</li><li>•GNP/GDP Trends</li><li>•Crime (laws and order) trends</li></ul>
<p><b>Societal:</b></p> <ul style="list-style-type: none"><li>•Changes in population demographics</li><li>•Lifestyles</li><li>•Attitudes to work and leisure</li><li>•Job expectations</li><li>•Birth and death expectancies</li></ul>	<p><b>Technological</b></p> <ul style="list-style-type: none"><li>•Spending on research and development.</li><li>•Developments in technological transfer.</li><li>•Rates of technology obsolescence.</li><li>•Productivity improvement trends</li></ul>

# A Marketing Plan

- ◆ “Is the process of anticipating events and determining strategies to achieve organizational objectives in the future.”
- ◆ A written document
- ◆ A guideline over time
- ◆ Benchmark of progress to date

# Contents of Marketing plan

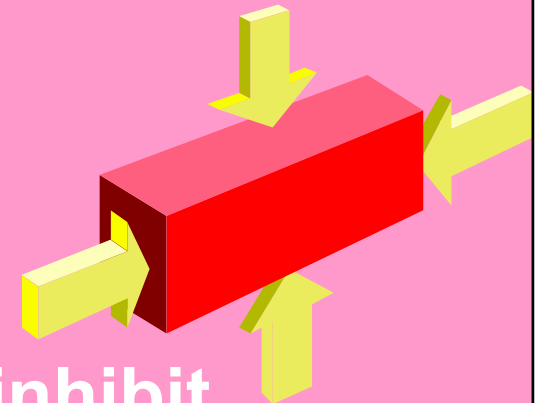
- ◆ **Executives summary and table of contents:**  
presents a brief overview of the proposed plan
- ◆ **Current marketing situation:**  
presents relevant background data on sales, costs, profits, the market, competitors, distribution, and the macroenvironment.
- ◆ **Opportunity and issue analysis:**  
identifies the main opportunities/threats, strengths/weaknesses, and issues facing the product line.
- ◆ **Objectives:**  
defines the plan's financial and marketing goals in terms of sales volume, market share, and profit.

## Opportunities:

Positive external factors the company can employ to accomplish its mission, goals, and objectives.

## Threats

Negative external factors that inhibit the firm's ability to accomplish its mission, goals, and objectives.





## Opportunities analysis:

Opportunity	Revenue/profit potential in 12/24 and 36 months	What has to be done to achieve this opportunity ?	What are the costs?	Should it be followed-up and if so when?

## Threats analysis:

Threats	What damage could it cause the company?	How can threat be eliminating or minimizing	Cost of eliminating or minimizing	What is the time scale for the threat and company reaction ?

# Threats matrix:

probability of occurrence

High

low

High

1

2

**Seriousness**

Low

3

4

- **Strengths**

- Positive internal factors that contribute to accomplishing the mission, goals, and objectives.

- **Weaknesses**

- Negative internal factors that inhibit the accomplishment of the mission, goals, and objectives.



# Check list for performing strengths / weakness analysis:

## Based on the performance:

- Major strength
- Minor strength
- Neutral
- Minor weakness
- Major weakness

## ▪ Based on the importance:

- High
- Medium
- Low

# Check list for

## MARKETING:

- Company reputation
- Market share
- Customer satisfaction
- Customer retention
- Product quality
- Service quality
- Pricing effectiveness
- Distribution effectiveness
- Promotion effectiveness
- Sales force effectiveness
- Innovation effectiveness
- Geographical coverage

# M113- SWOT Analysis And Marketing Plan

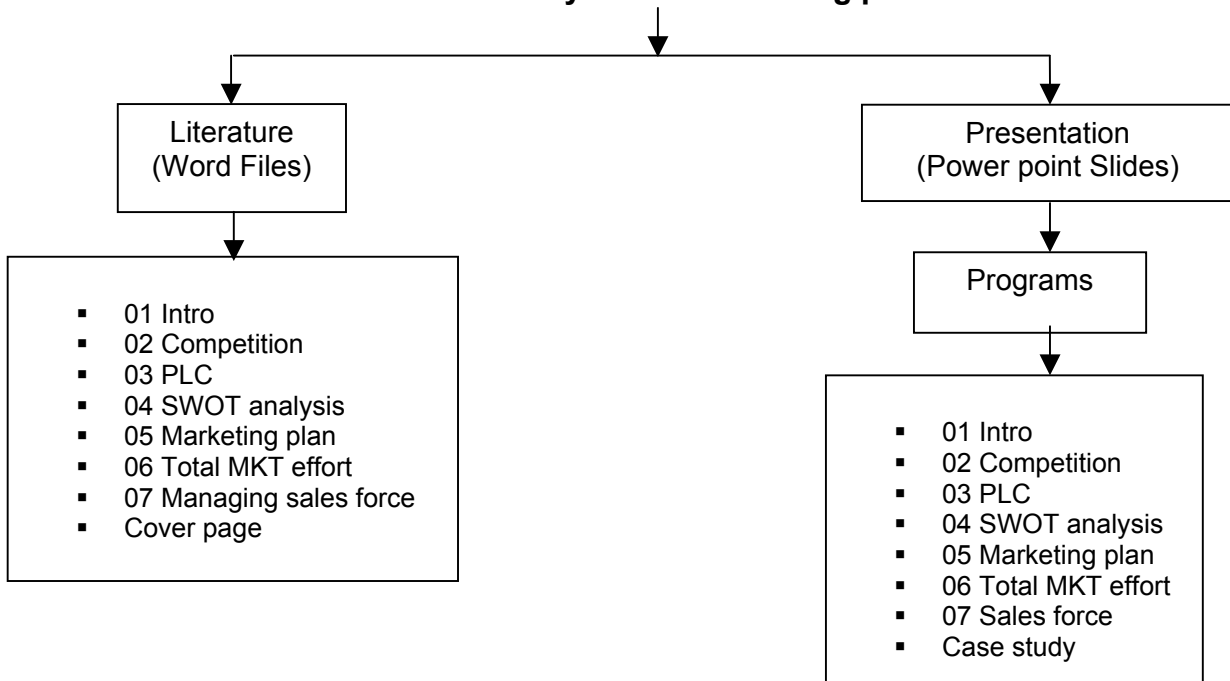
## CONTENTS OF TRAINING PRESENTATION KIT

### Chapter-1.0 CONTENTS OF TRAINING PRESENTATION

No of Slides: 150

A. The entire presentation kit has 2 main directories as below.

#### SWOT analysis and Marketing plan



#### Part: A Presentation: -

Under this directory further files are made in power point presentation as per the chapter listed below. Such ready-made PowerPoint slides are useful for conducting in-house training program by you

- Topic wise Power Point presentation in 07 modules as listed below.

#### 1. Introduction

It covers what, why and how for marketing management. It also includes core marketing concepts, Marketing activities and type of markets.

#### 2. Dealing with competition

It covers about competition; describe competitive markets, types of competition, market approach, competitive analysis, and guidelines for designing competitive strategy. About bargaining power and how balancing customers and competitors.

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## CONTENTS OF TRAINING PRESENTATION KIT

### 3. Product life cycle

It covers plc stages, adoptions process, how managing product at different plc stages, how to manage the new product and network, also describe the detail process of positioning and differentiating.

### 4. SWOT analysis

It covers internal and external factors, opportunities and threats matrix, checklist for performing strength and weakness and examples.

### 5. Marketing plan

It covers how to write a marketing plan, contents, guidelines and example.

### 6. Managing the total marketing efforts

It covers how to make marketing relations with other departments, how to make marketing plans and reports, strategic controls, sales vacancy analysis, audits, and marketing, annual plan controls, tips for relationship marketing

### 7. Managing sales force

It covers about sales representative, type of sales representative, designing the sales force  
Managing the sales force, Motivating the Sales Force, Personal Selling Principles, etc.

### Case study:

It is related to ABC shelf stereo company.

### Part: B Literature: -

This topic covers write up for the ready reference to the trainer for understanding and reading.

It is given in word. You may also use it for further reading and circulations within audience.

Chapter No.	SECTION
1.	Introduction
2.	Competition
3.	Product life cycle
4.	SWOT Analysis
5.	Marketing plan
6.	Total marketing effort
7.	Managing sales force

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## CONTENTS OF TRAINING PRESENTATION KIT

### **Chapter-2.0 USER FUNCTION**

#### **2.1 Hardware and Software Requirements**

##### **A. Hardware: -**

- Our document kit can be better performed with the help of P3 and above computers with a minimum 10 GB hard disk space.
- For better visual impact of the power point documentation you may keep the setting of colour image at high colour.

##### **B. Software used in Documentation kit**

- Documents written in word 98 and window 2000 programs. You are therefore required to have office 2000 or above with word 98 or above and power point

#### **2.2 Features of Training kit: -**

- Contains all necessary documents as listed above and comply with the requirements of latest management concepts and more than 1000 man days (9000 hours)
- Written in Plain English
- It will save much time in typing and preparation of training material and slides alone.
- User-friendly and easy to learn.
- Developed under the guidance of experienced experts having experience of more than 200 companies latest management system implementation globally.
- Provides model of a Management system that is simple and free to establish the management concept in the laboratory.



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## CONTENTS OF TRAINING PRESENTATION KIT

### **Chapter-3.0 BENEFITS OF USING OUR TRAINING KIT**

1. By using these documents, you can save a lot of your precious time while preparing the management training areas presentation.
2. Take care for all the section and sub sections in implementation of latest management concepts and helps you in establishing better system.
3. The user can modify the presentations as per their industry need and create own management training presentation for their organization
4. Ready made templates and sample documents are available which can reduce your time in document preparation
5. Save much time and cost in conducting training programs
6. You will get better control in your system due to our proven training presentation material.