

# Key elements of world class marketing

---

## Overview of market segmentation and marketing planning software

**Grant Oliver**  
**The Marketing Process Company**

**5th March 2002**

# Agenda

- 1. Introduction to the Marketing Process Company**
- 2. Marketing Mapping**
- 3. Market Segmentation**
- 4. Marketing Planning using EXMAR**

# A Selection of our Clients

## Financial

American Express  
Barclays  
Halifax  
J P Morgan Chase  
Norwich Union  
Post Office  
Schroder & Co  
Zurich

## Manufacturing

Alpha Laval  
BMW  
BOC  
Caradon  
GKN Westland  
Johnson Wax  
Kemira  
Pilkington  
Scania  
Zeneca

## Energy

BNFL  
BP  
British Gas  
Calor Gas  
Castrol  
Mobil  
Texaco  
Yorkshire Electricity

## IT and Telecommunications

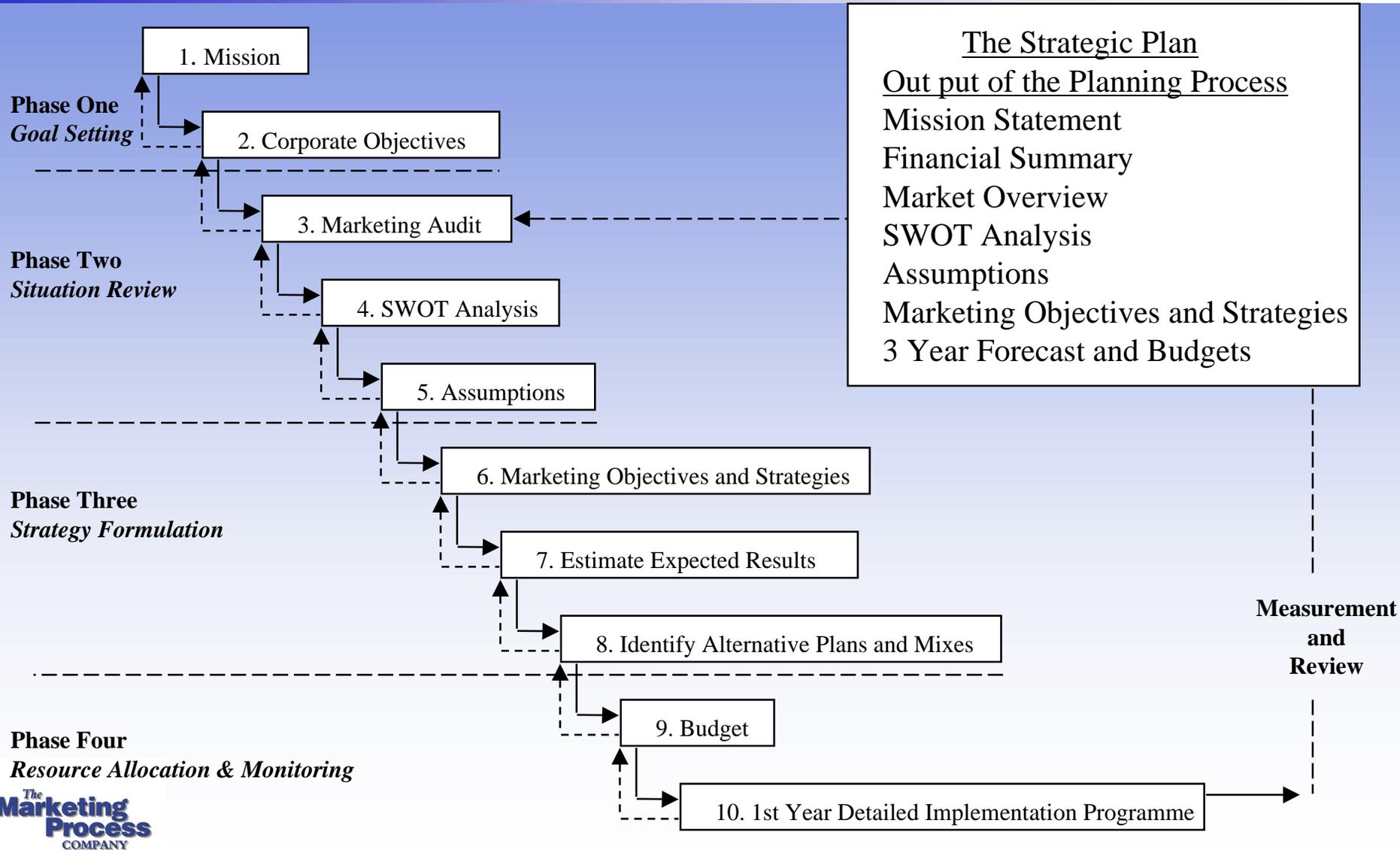
BT  
BT Cellnet  
Cable & Wireless  
IBM  
Mitel  
Nortel  
Oracle  
Philips Medical Systems  
Telstra (Australia)  
Telkom (South Africa)  
Xerox

# COUNTRIES

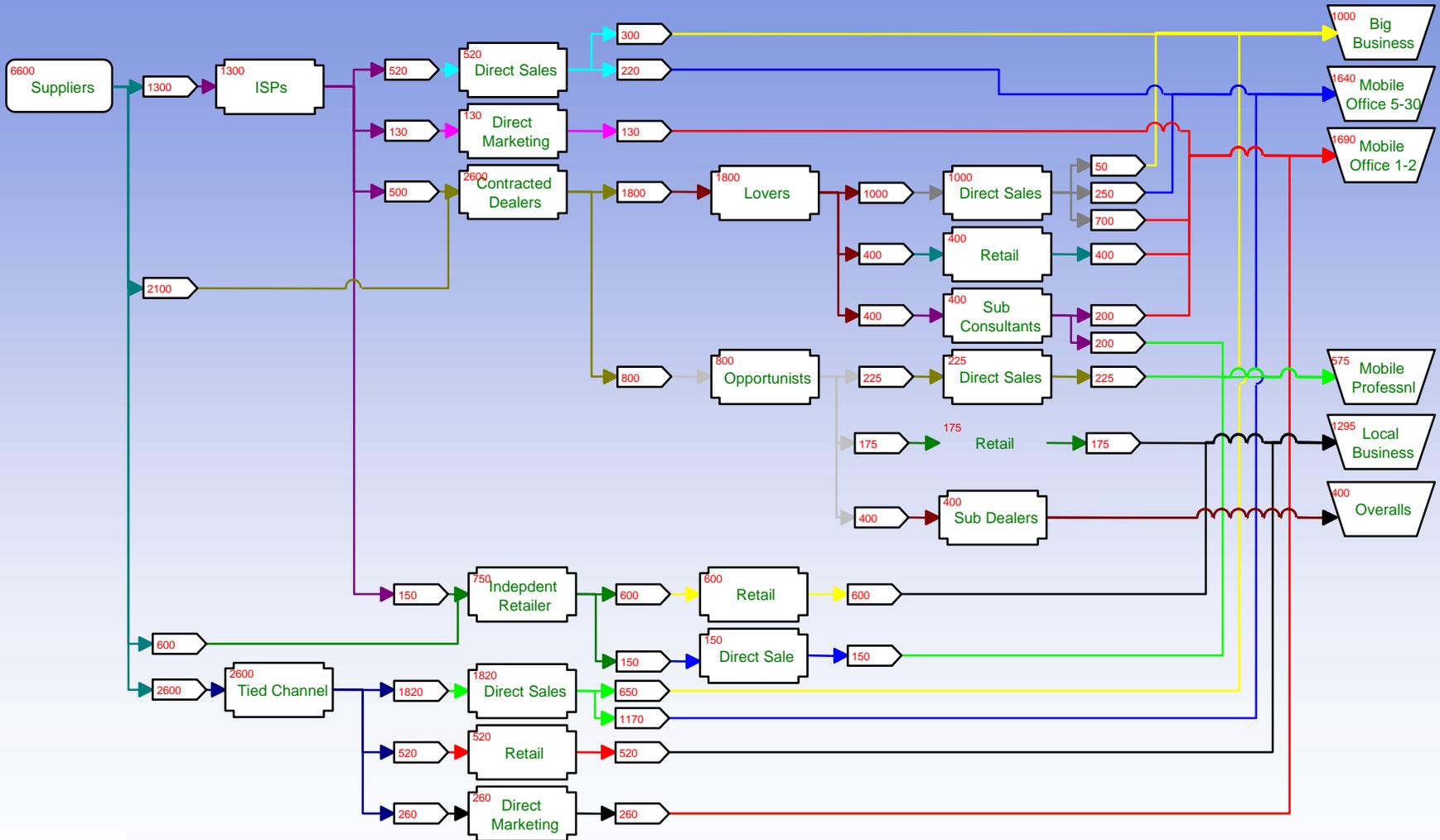
- Australia
- Austria
- Belgium
- Brazil
- Denmark
- Estonia
- Finland
- France
- Germany
- Holland
- Hungary
- Italy
- Japan
- Middle East
- New Zealand
- Poland
- Singapore
- Spain
- UK
- USA

**40 countries world wide**

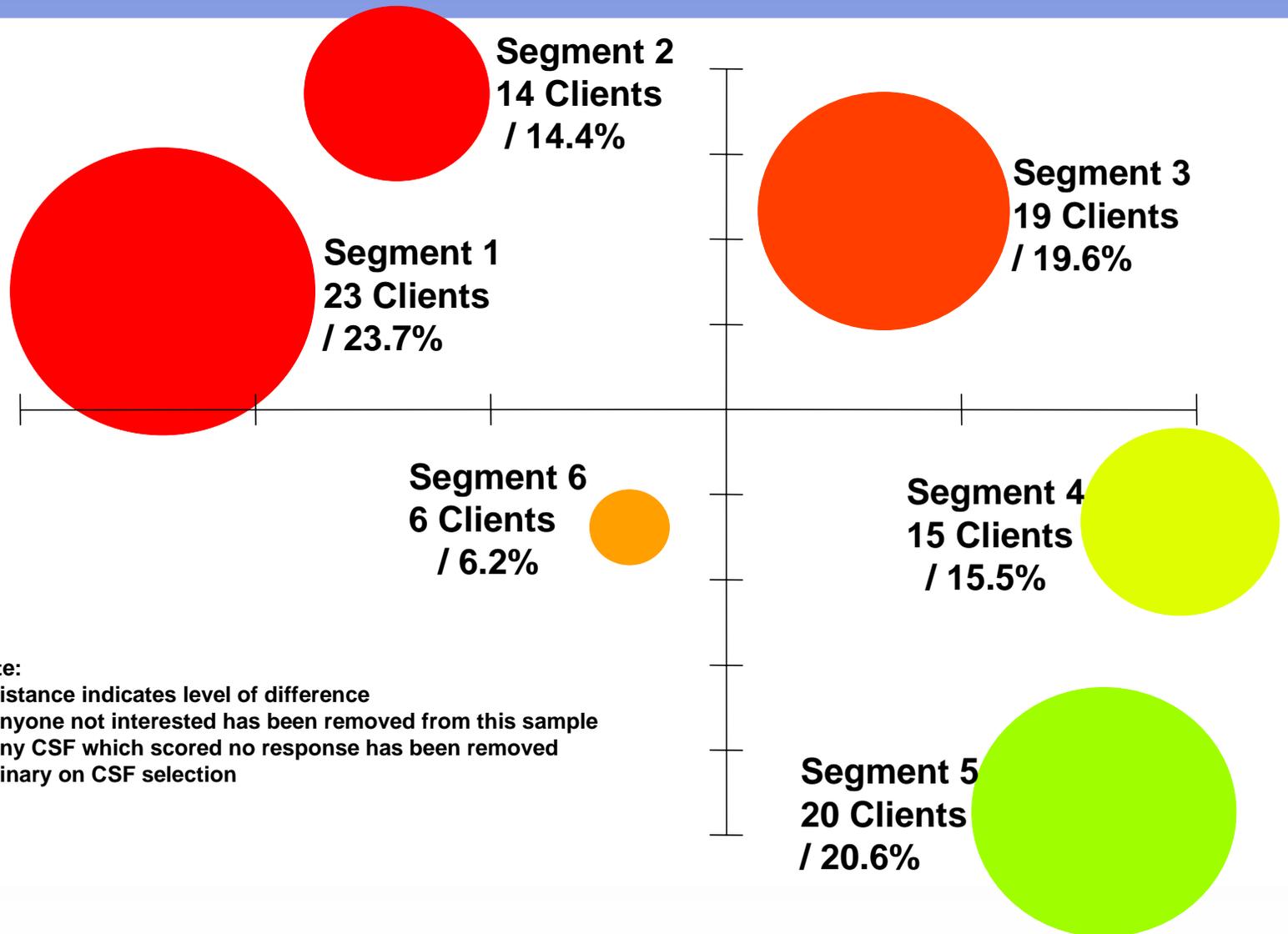
# The Ten Steps Of The Strategic Marketing Planning Process



# Market Map



# Benefits sought

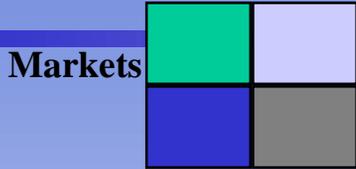


# Integrated Techniques and Methodologies used in EXMAR

- **Market Mapping**
- **Market Segmentation**
- **Ansoff Matrix**
- **Gap Analysis**
- **Marketing Audit**
- **SWOT Analysis**
- **CSF Analysis**
- **Boston Matrix**
- **Directional Policy Matrix**
- **Perceptual Maps**
- **Porter's Generic Strategies**
- **Objective and Strategy setting**

# INPUTS

*Ansoff Matrix*  
Products



*Markets and Revenue*

Mkt Size | Revenue | Share

*Market Attractiveness*

Item | Importance | Score

*Critical Success Factors*

CSF | Self | Comp1 | Comp2

## EXMAR

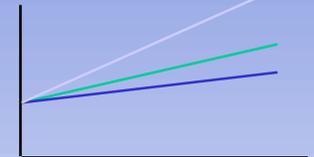
### Model Structure

# EXMAR

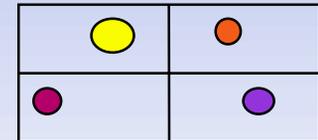
# OUTPUTS

**Strategic  
Marketing  
Plan**

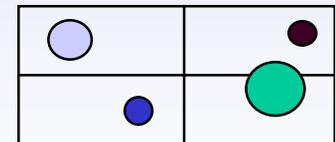
*Gap Analysis*



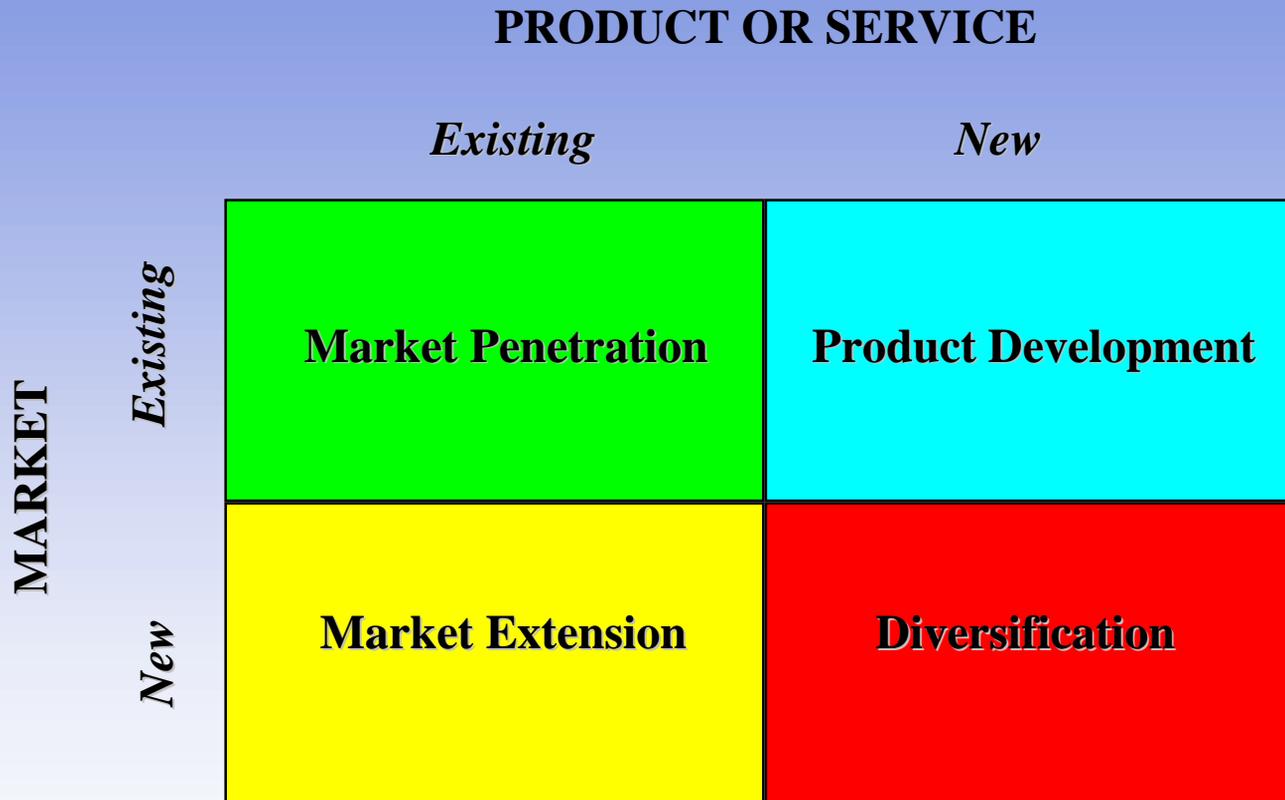
*Boston Box*



*DPM*



# Ansoff Matrix

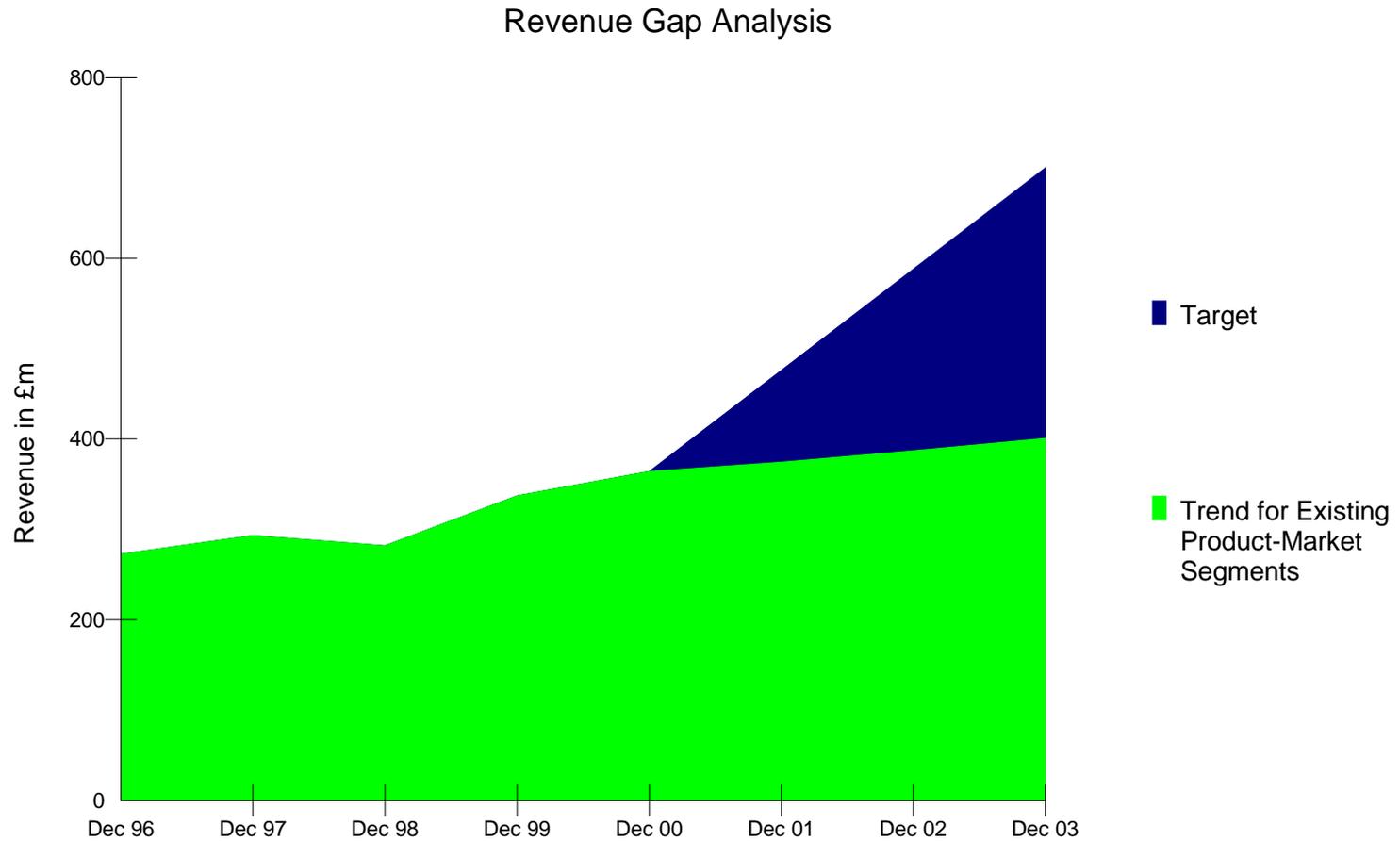


# Ansoff Matrix

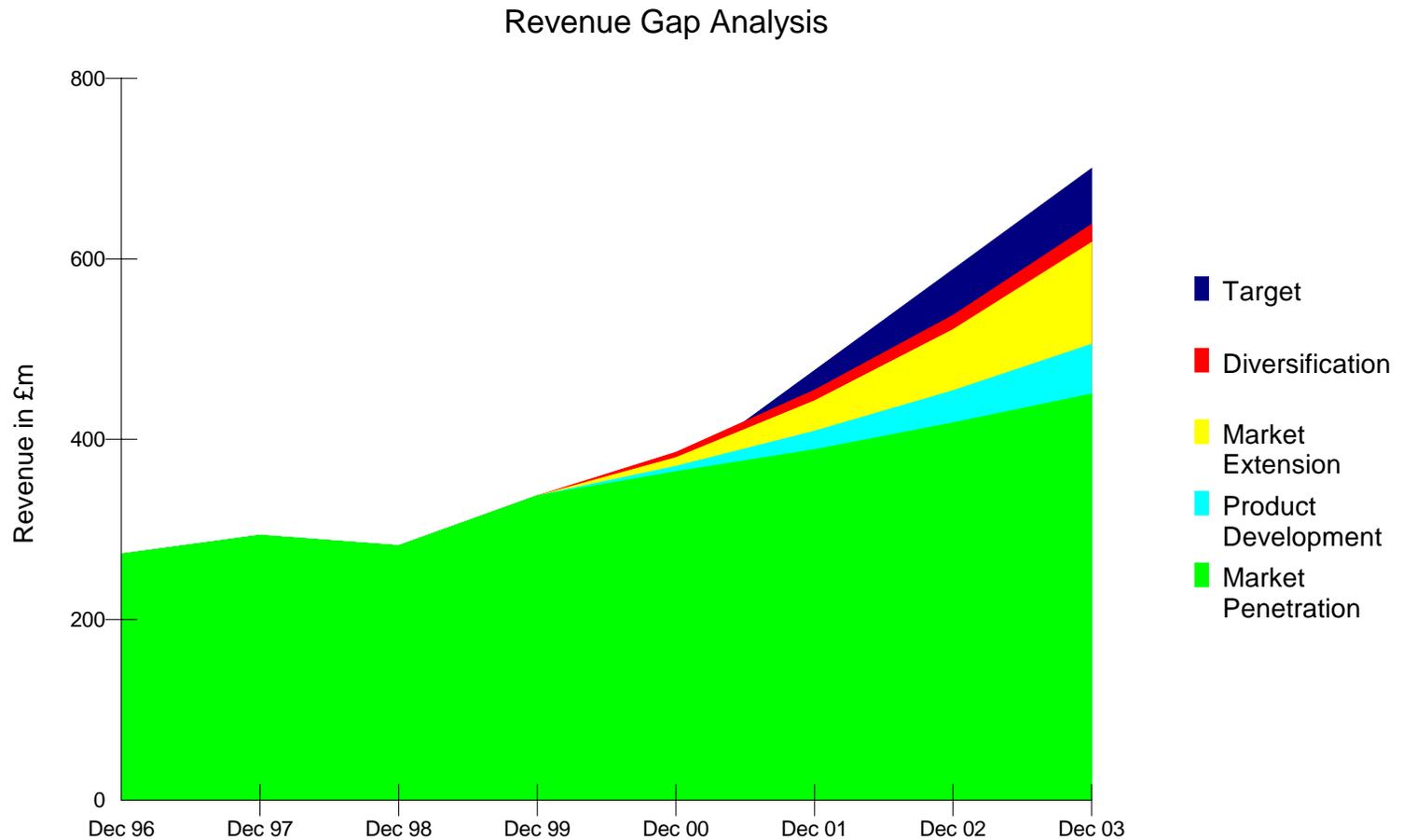
## International Bearings Ltd ( IBL )

	Bearings	HighPert	Assemblies	Systems
Auto		Y		
Chemical				Y
Food	Y		Y	
Electrical	Y			Y

# Gap Analysis

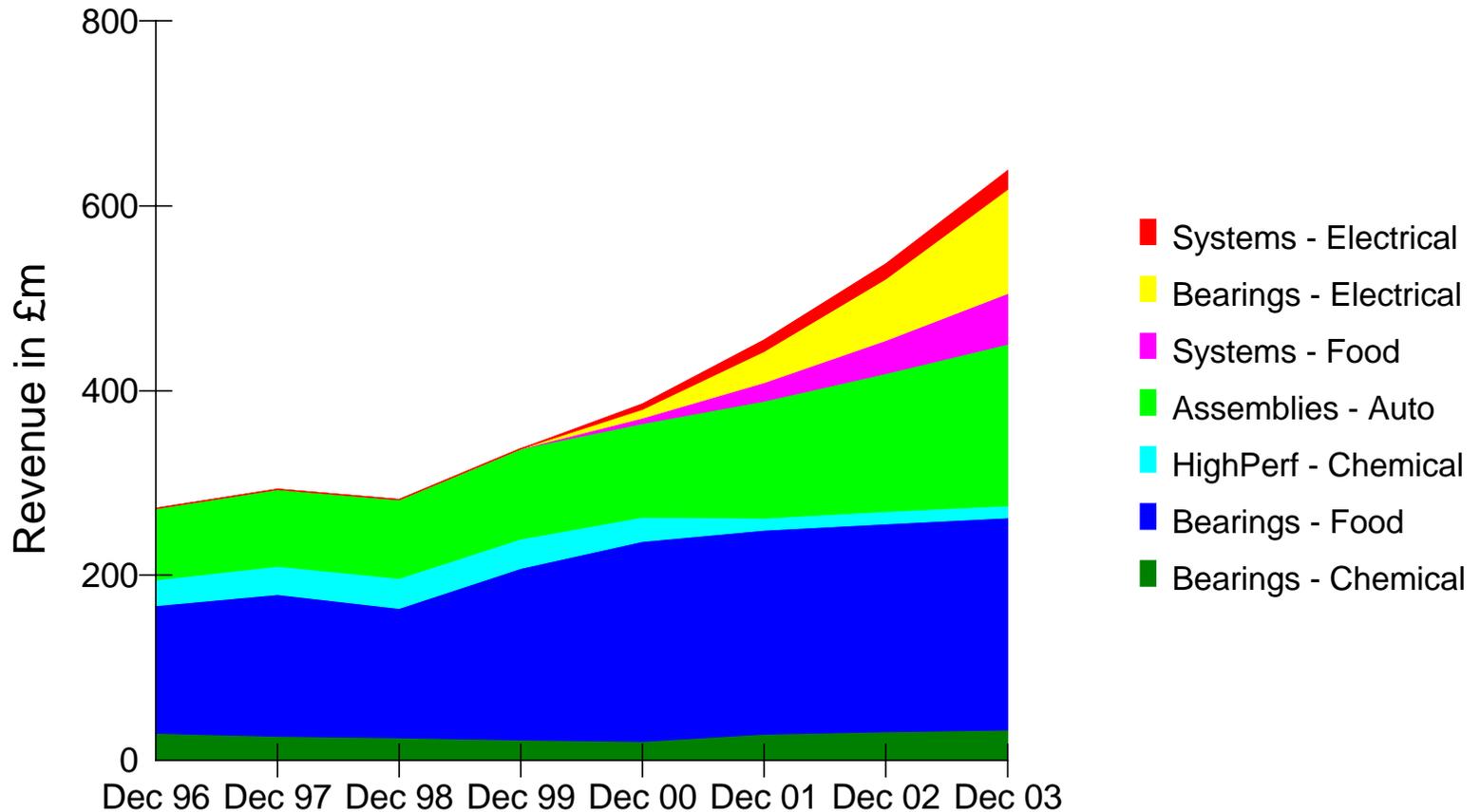


# Gap Analysis - Objective

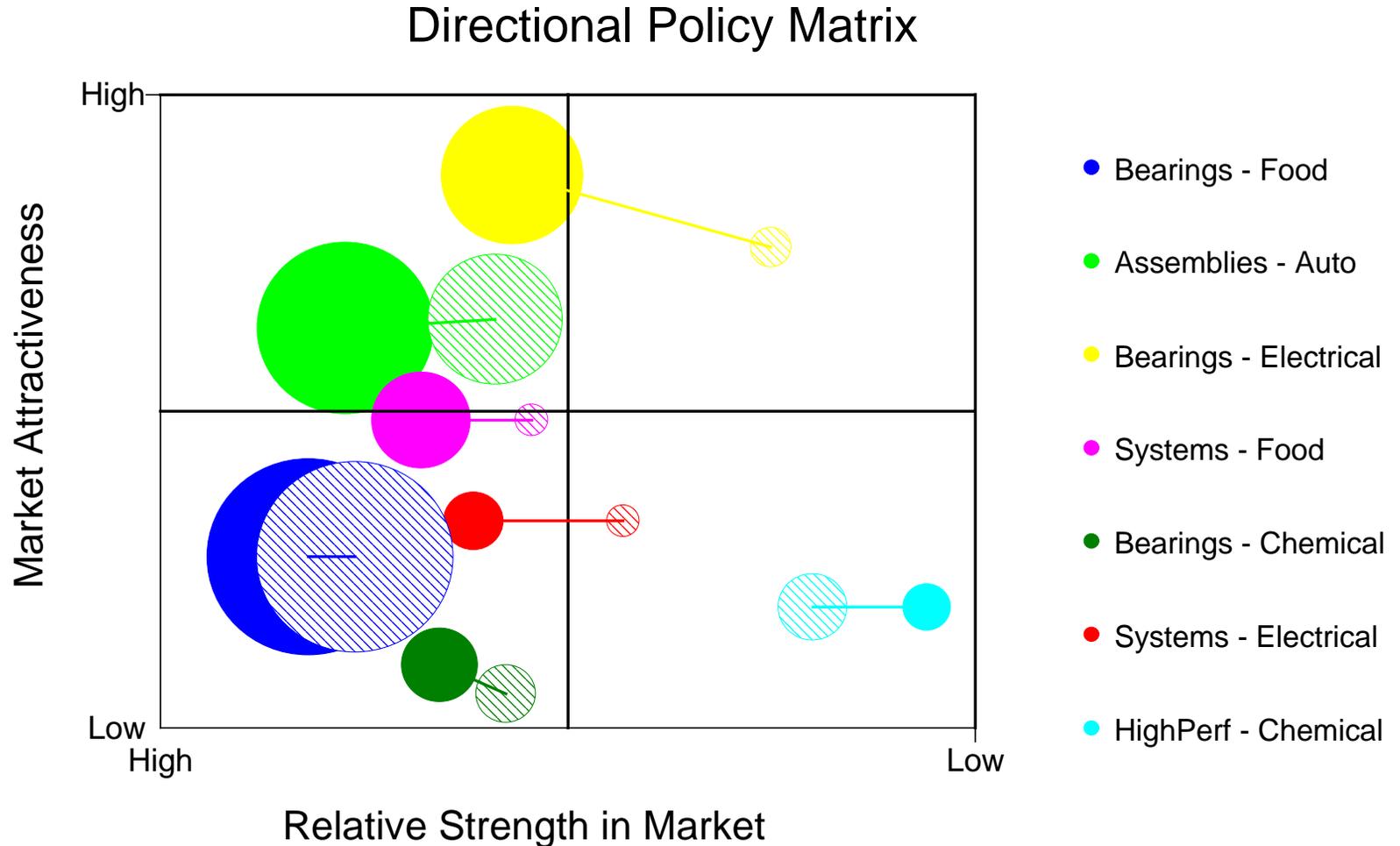


# Gap Analysis by Product-Market

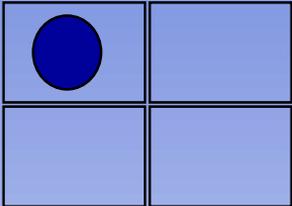
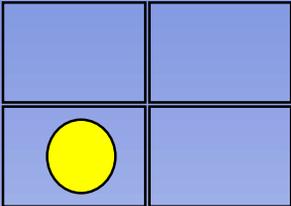
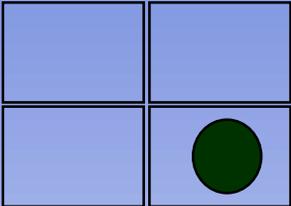
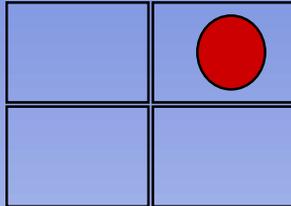
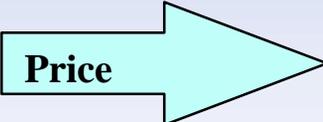
## Product-Market Segment Contributions



# Directional Policy Matrix



# Suggested Strategies from Portfolio Analysis

				
	<b>Invest for Growth</b>	<b>Maintain</b>	<b>Manage for Cash</b>	<b>Opportunistic Development</b>
 <b>Market Share</b>	Maintain or Increase Dominance	Maintain or slightly milk for earnings	Forego share for profit	Invest selectively in share
 <b>Products</b>	Differentiation	Prune less successful differentiate for key segments	Aggressively prune	Differentiation line expansion
 <b>Price</b>	Lead - aggressive pricing for share	Hold prices or raise if possible	Raise	Aggressive - price for share
 <b>Promotion</b>	Aggressive marketing	Limit	Minimise	Aggressive marketing
 <b>Distribution</b>	Broaden distribution	Hold wide distribution pattern	Gradually withdraw distribution	Limited coverage

# Project Plan for a Strategic Marketing Planning Process Implementation

