



CHULALONGKORN  
BUSINESS SCHOOL

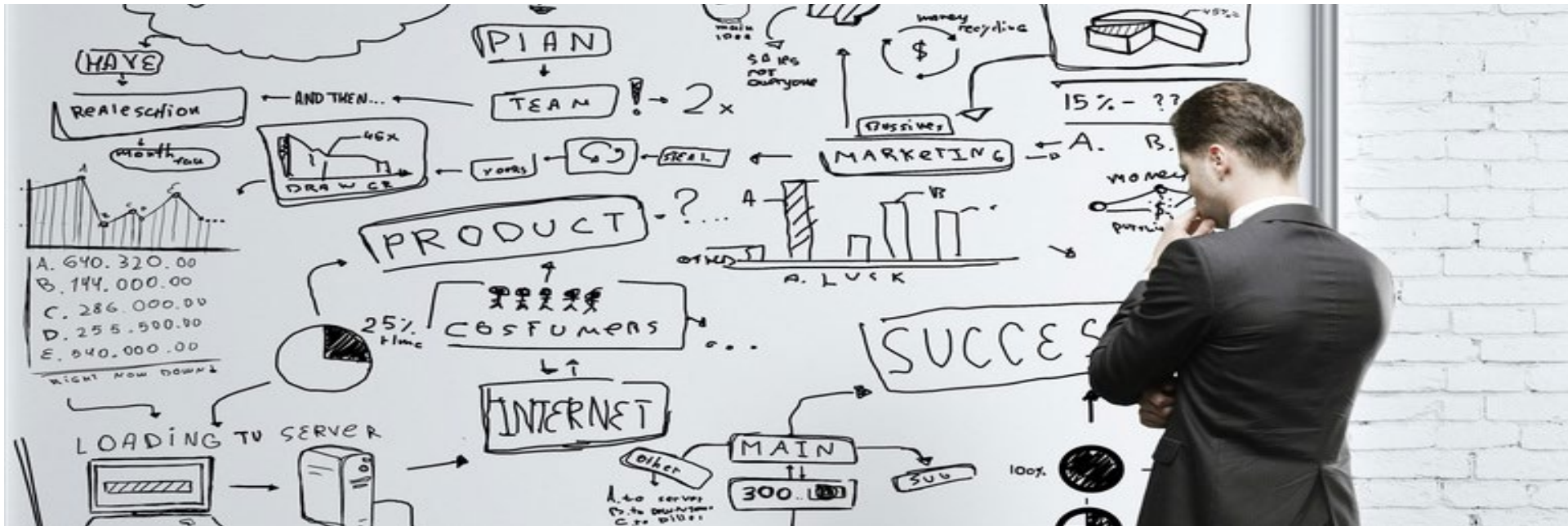
FLAGSHIP FOR LIFE



# ***Marketing Strategies and Planning***

***Dr. Danupol Hoonsopon, DBA.  
Department of Marketing  
Chulalongkorn Business School***

# Strategic Planning



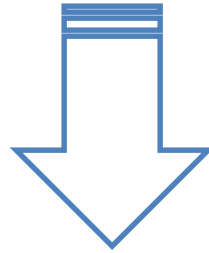
The process of developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities

# ***Steps in Strategic Marketing Plan***



# ***Vision Statement***

***“A vision statement paints a picture of a desired future state that your company aspires to achieve”***



A good company vision should inspire people in your company, giving them both direction and purpose.

# IKEA

## Home furnishings

***“To create a better everyday life for the many people”***



***“To make a contribution to the world by making tools for the mind that advance humankind”***

DISCOVER  
INTELLISAFE



IN THE NEW XC90 ▶

THE BEST WAY  
TO SURVIVE A CRASH  
IS NOT TO CRASH



OUR 2020 VISION

BY 2020, NO PERSON WILL BE KILLED,  
OR SERIOUSLY INJURED, BY A NEW VOLVO.



# ***Mission Statement***

***Questions the mission statement should answer include***

1. What is our business?

2. Who is our customer?

3. What do consumers value?

4. What should our business be?



Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online



# ***Mission Statement***



*“Offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them”*

# Gillette

## The Best a Man Can Get

Each day, more than 800 million men around the world trust their faces and skin to Gillette's innovative razors and shaving products. *All designed for the unique needs of men – helping them to look, feel and be their best every day.*

PROGLIDE

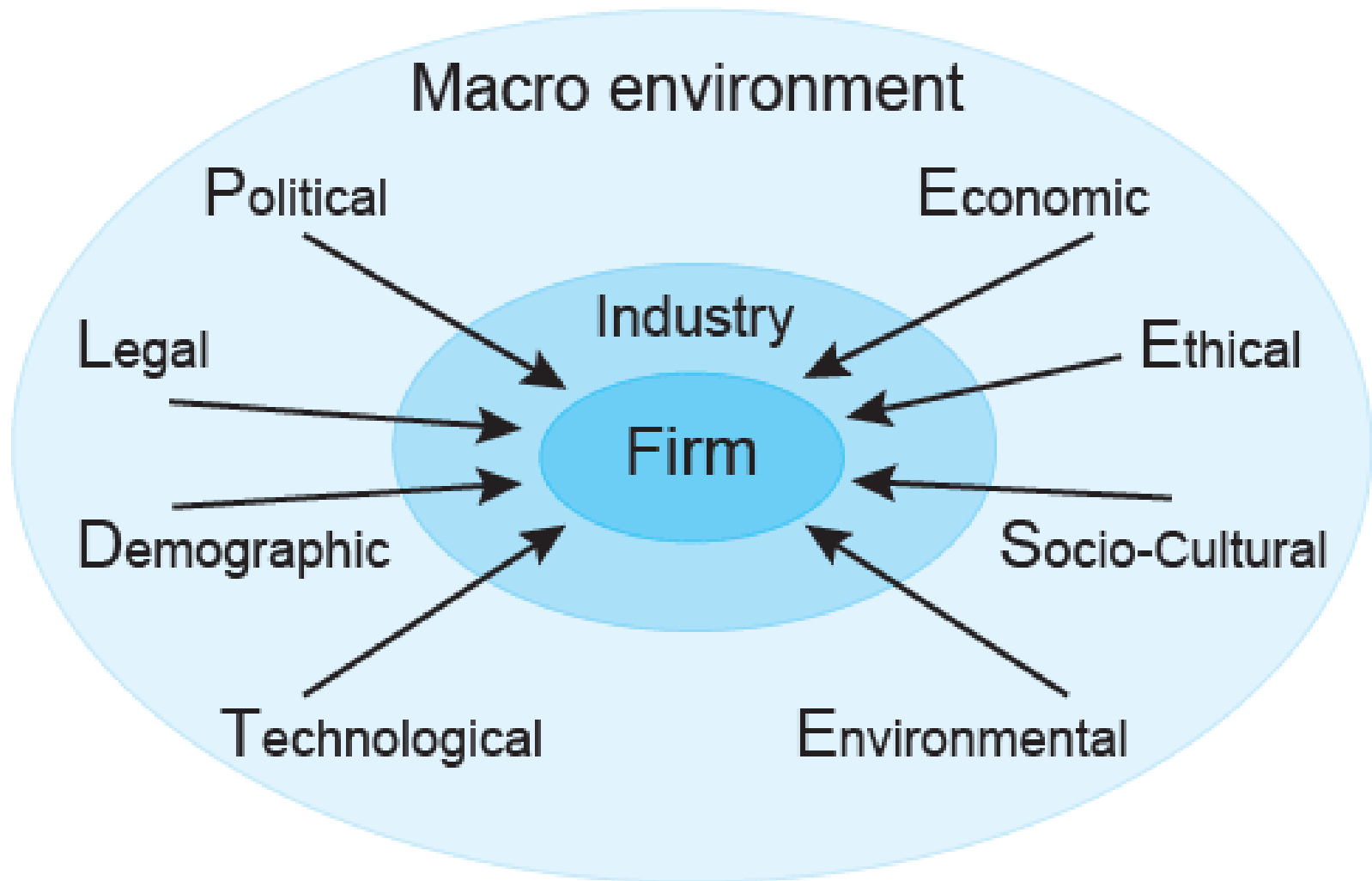
# Vision & Mission Statement

## วิสัยทัศน์ของสถานศึกษา

โรงเรียนจัดการศึกษาขั้นพื้นฐาน ครอบคลุมประชากร  
วัยเรียนอย่างเสมอภาค จัดสภาพแวดล้อมเอื้อต่อการ  
จัดกิจกรรมการเรียนรู้ที่ยึดผู้เรียนเป็นสำคัญ  
พัฒนาเด็กตามศักยภาพนักเรียนมีคุณภาพตามเกณฑ์  
มาตรฐาน มีคุณธรรมจริยธรรม ประหยัดเก็บออมทรัพย์  
ยึดหลักเศรษฐกิจพอเพียง อยู่ร่วมกับผู้อื่นได้อย่างมี  
ความสุข

“Vision, mission and values statements that are alive for people – not just words on a posters in your building’s hallways”

# ***Situation Analysis***



# Situation Analysis

## SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	<b>S</b> Strengths	<b>W</b> Weaknesses
External origin (attributes of the environment)	<b>O</b> Opportunities	<b>T</b> Threats

The SWOT analysis provides information that is helpful in matching the firm's resources and capabilities to the competitive environment in which it operates.

# ***McDonalds SWOT Analysis 2013***

## ***Strengths***

- Largest fast food market share in the world
- Brand recognition valued at \$40 billion
- \$2 billion advertising budget
- Locally adapted food menus
- Partnerships with best brands

## ***Weaknesses***

- Negative publicity
- Unhealthy food menu
- Mac Job and high employee turnover
- Low differentiation

## ***Opportunities***

- Increasing demand for healthier food
- Home meal delivery
- Full adaptation of its new practices
- Changing customer habits and new customer groups

## ***Threats***

- Saturated fast food markets in the developed economies
- Trend towards healthy eating
- Local fast food restaurant chains
- Currency fluctuations
- Lawsuits against McDonald's

# ***PepsiCo SWOT Analysis 2013***

## ***Strengths***

- Product diversity
- Extensive distribution channel
- Corporate Social Responsibility (CSR) projects
- Competency in mergers and acquisitions
- Successful marketing and advertising campaigns
- Complementary product sales

## ***Weaknesses***

- Questionable practices (using tap water but labeling it as mountain spring water)
- Much weaker brand awareness and market share in the world beverage market compared to Coca-Cola
- Too low net profit margin

## ***Opportunities***

- Growing beverages and snacks consumption in emerging markets (especially BRIC)
- Increasing demand for healthy food and beverages
- Further expansion through acquisitions
- Bottled water consumption growth
- Savory snacks consumption growth

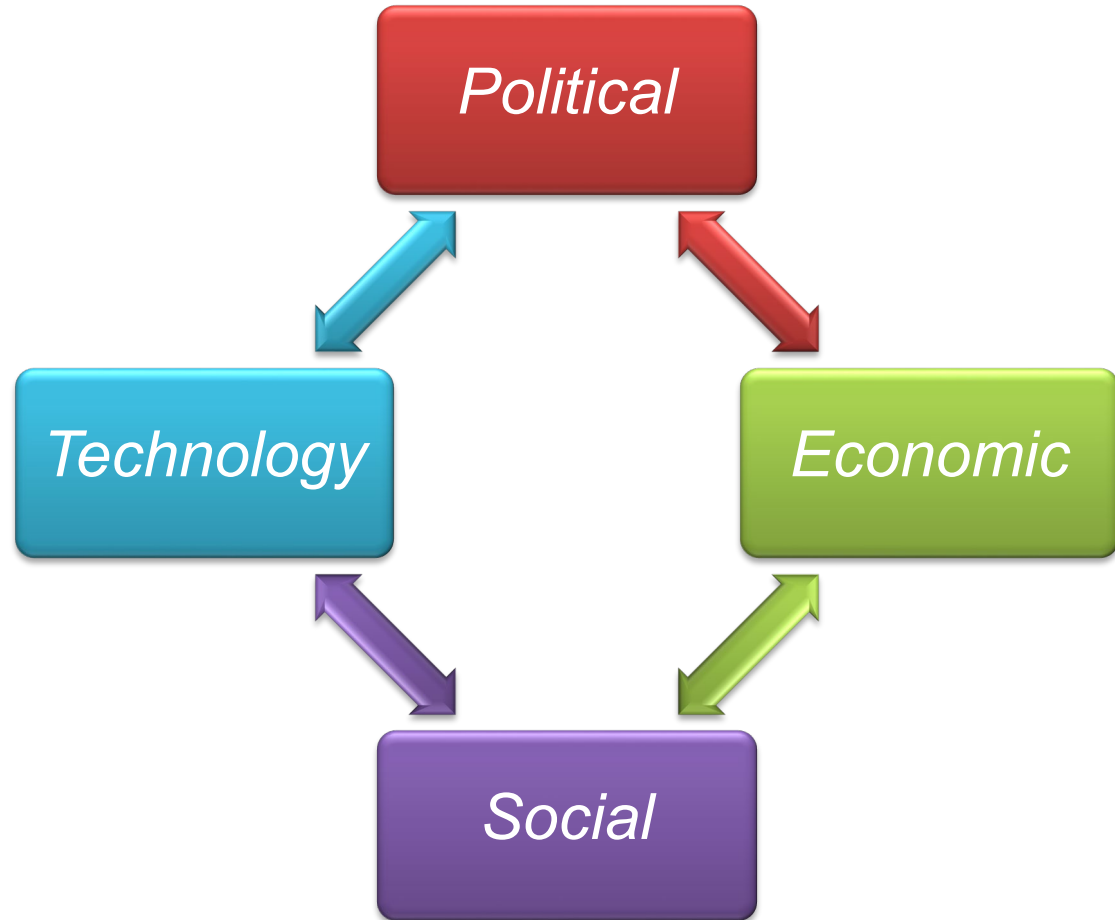
## ***Threats***

- Changes in consumer tastes
- Water scarcity
- Decreasing gross profit margin
- Legal requirements to disclose negative information on product labels



# ***Situation Analysis***

The acronym **PEST** is used to describe a framework for the analysis of these **macroenvironmental** factors.



# ***PEST Analysis Template***

## ***Political Factors***

- Government stability and likely changes
- Tax policy (rates and incentives)
- Regulation/de-regulation
- Trade control
- Import restrictions (quality and quantity)
- Competition regulation
- Environmental Law

- Education law
- Discrimination law
- Copyright, patents / Intellectual property law
- Consumer protection and Employment law
- Health and safety law
- Laws regulating environment pollution

# ***PEST Analysis Template***

## ***Economic Factors***

- Growth rates
- Inflation rate
- Interest rates
- Exchange rates
- Unemployment trends
- Labor costs
- Credit availability

- Trade flows and patterns
- Level of consumers' disposable income
- Monetary & fiscal policies
- Price fluctuations
- Weather
- Climate change

# ***PEST Analysis Template***

## ***Social Factors***

- Health consciousness
- Education level
- Attitudes toward imported goods and services
- Attitudes toward work, leisure, career and retirement
- Attitudes toward product quality and customer service
- Attitudes toward saving and investing
- Lifestyles
- Buying habits

- Religion and beliefs
- Attitudes toward “green” or ecological products
- Population growth rate
- Age distribution and life expectancy rates
- Sex distribution
- Average disposable income level
- Social classes
- Family size and structure
- Minorities



# ***PEST Analysis Template***

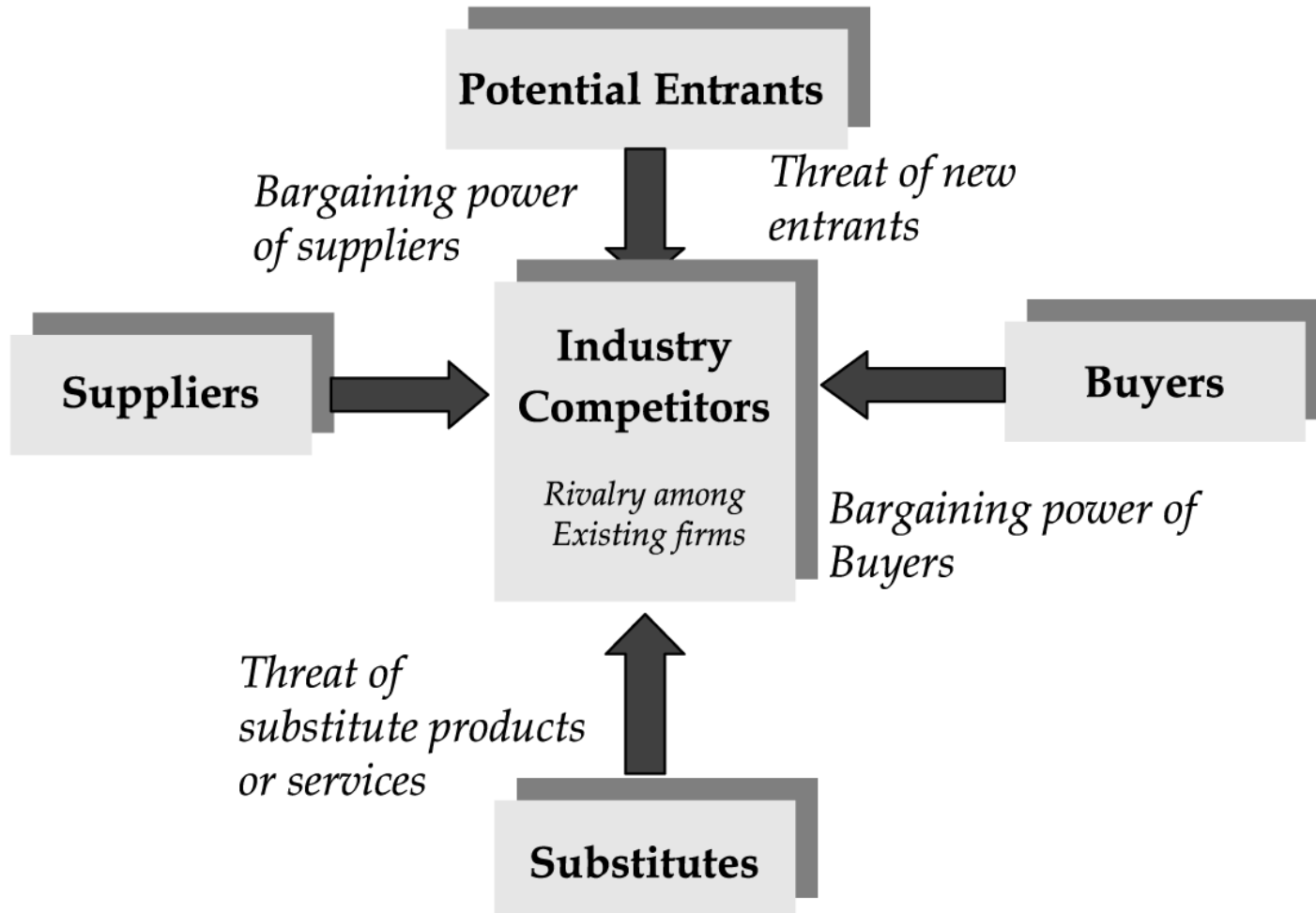
## ***Technology Factors***

- Basic infrastructure level
- Rate of technological change
- Spending on research & development
- Technology incentives
- Legislation regarding technology

- Technology level in your industry
- Communication infrastructure
- Access to newest technology
- Internet infrastructure and penetration

# ***Situation Analysis***

## ***Five Forces Model***



# ***Competitor Analysis***

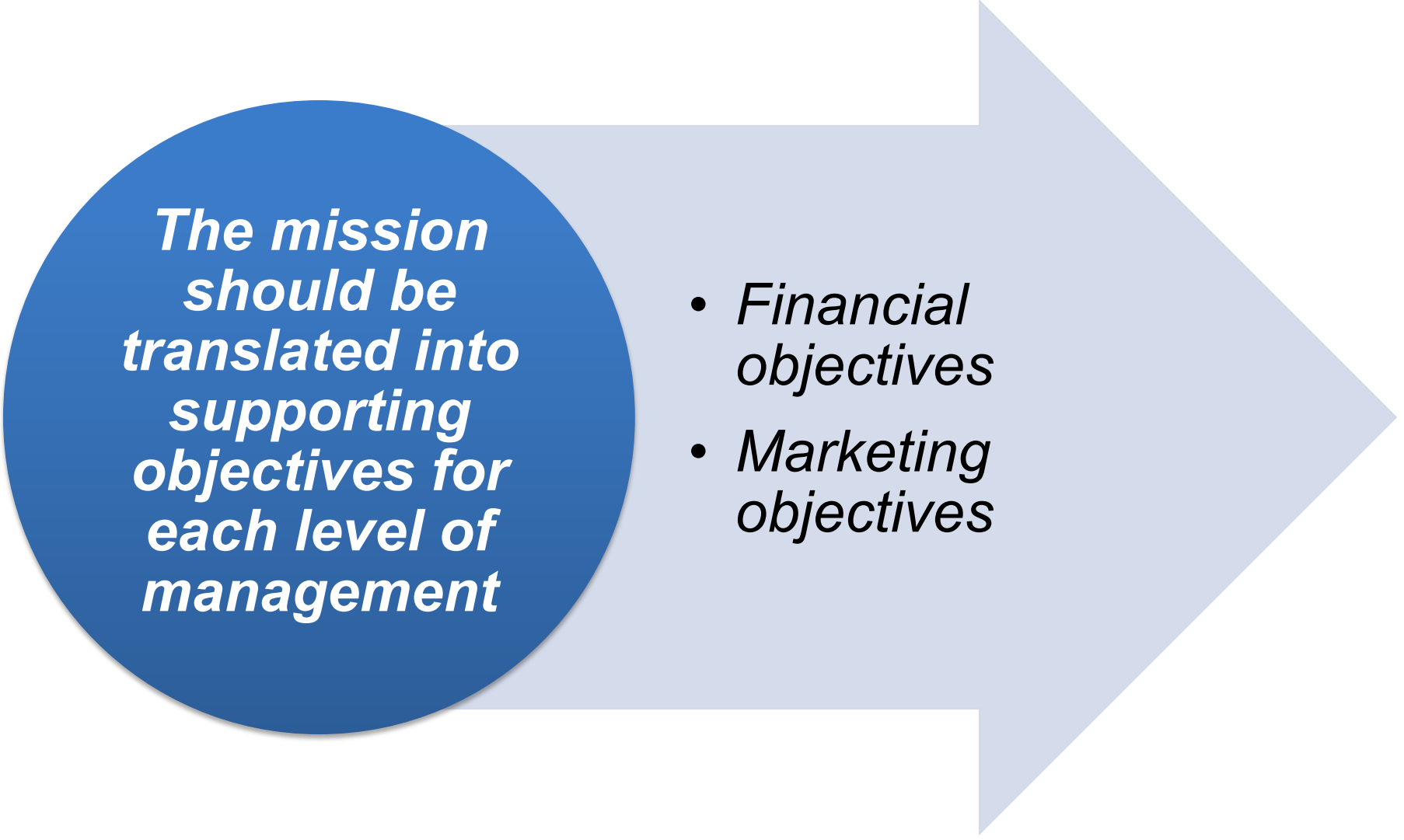
**Apple**

**Samsung**

**Nokia**

An assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats

# ***Setting Market Objective***



***The mission  
should be  
translated into  
supporting  
objectives for  
each level of  
management***

- ***Financial objectives***
- ***Marketing objectives***



# ***Business Portfolio***

The collection of businesses and products that make up the company.

# Business Portfolio

**HONDA**  
The Power of Dreams



**Honda Racing**  
HRC

HONDA  
Power  
Equipment

**HONDA**  
**MARINE**

**HONDA**  
**ENGINES**

*HondaJet*

The businesses chosen for the portfolio should be those that fit the firm's strengths and weaknesses to opportunities in the environment

# PORTFOLIO



Our Company's  
flagship product  
has been proudly  
served since

MAY 8  
1886

Ranked by Interbrand  
among **World's Most  
Valuable Brands**,  
with 2013 value of  
**\$79.2B**



#1 brand page  
on Facebook with  
**83M+ likes**  
as of June 2014



Our marketing campaign  
for the **2014 FIFA World  
Cup™** is the largest in the  
history of Coca-Cola



**3,500+**  
**PRODUCTS**  
**WORLDWIDE**



sparkling beverages  
ready-to-drink juice  
and juice drinks  
ready-to-drink coffee

**19 OF OUR  
TOP  
20 BRANDS** have a low- or  
no-calorie alternative  
or are low- or  
no-calorie

Our portfolio includes **17** billion-dollar brands:



POWERADE



Bonaqua



DASANI



vitaminwater



Coca-Cola  
zero



Diet  
Coke



\*Schweppes is owned by the Company in certain countries other than the United States

# ***Designing the Business Portfolio***



*Analyze its current business portfolio or strategic business units (SBUs).*

*Decide which SBUs should receive more, less, or no investment.*

*Develop strategies for growth and downsizing.*

# ***SBU of Philips***

## Philips Healthcare



- Imaging Systems
  - Intermagnetics
  - Witt
  - VMI
- Customer Services
- Healthcare Informatics
  - Stentor
- Ultrasound & Monitoring Solutions
- Home Healthcare Solutions
  - Lifeline, HealthWatch

## Philips Lighting



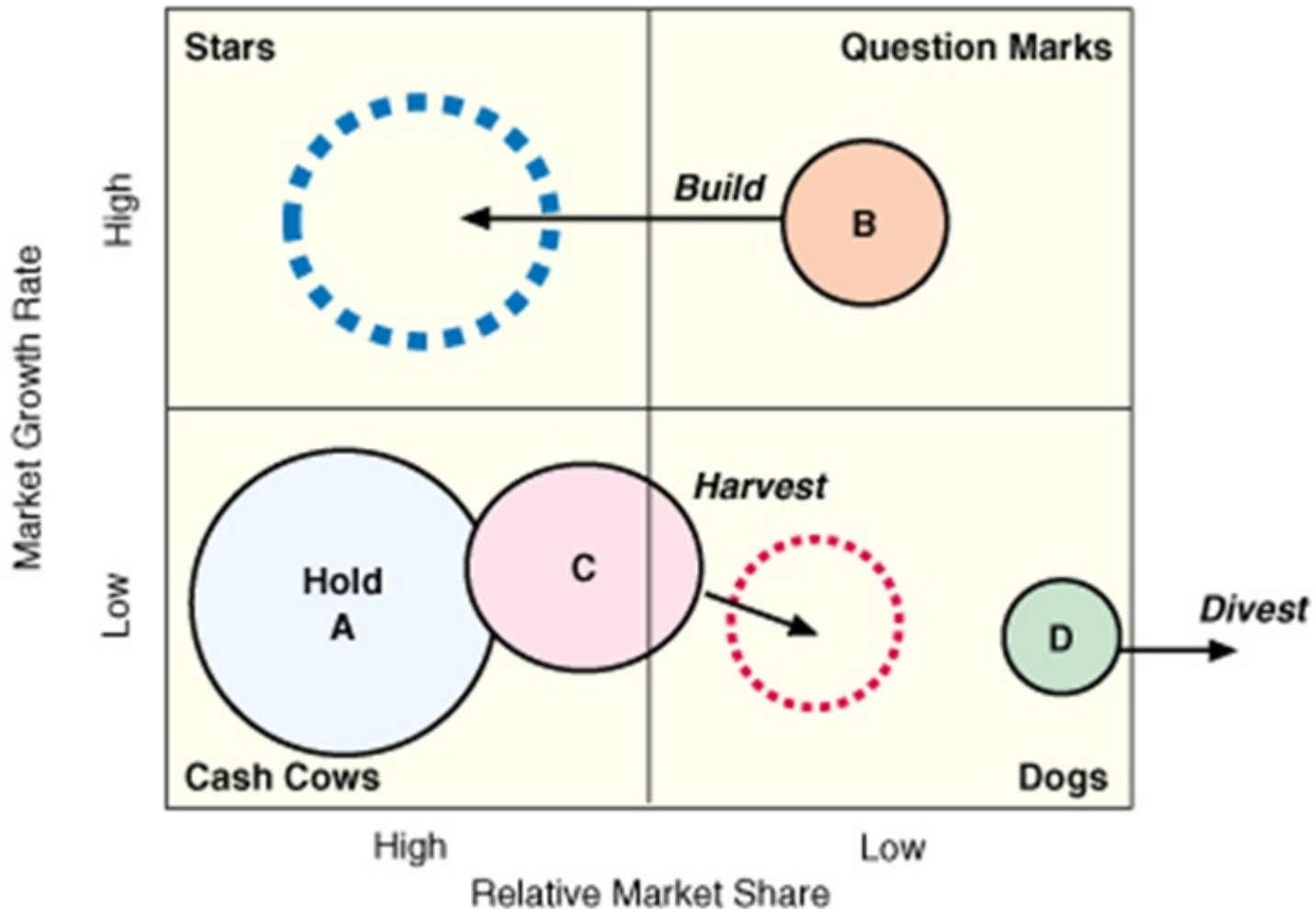
- Lamps
- Professional Luminaires & Systems
  - Color Kinetics
- Home Luminaires & Systems
  - PLI
- Lighting Electronics
  - Bodine
- Automotive
- Solid State Modules
  - TIR Systems
- Lumileds
- Special Lighting Applications

## Philips Consumer Lifestyle



- Domestic Appliances
- Health and Wellness
  - Avent
- Shaving and Beauty
- Connected Displays
- Peripherals and Accessories
  - Power Sentry, DLO
- Home Networks
- Video and Multimedia
- Audio and Multimedia
- Professional and Business Solutions

# ***The BCG Growth-Share Matrix***



# The BCG Growth-Share Matrix



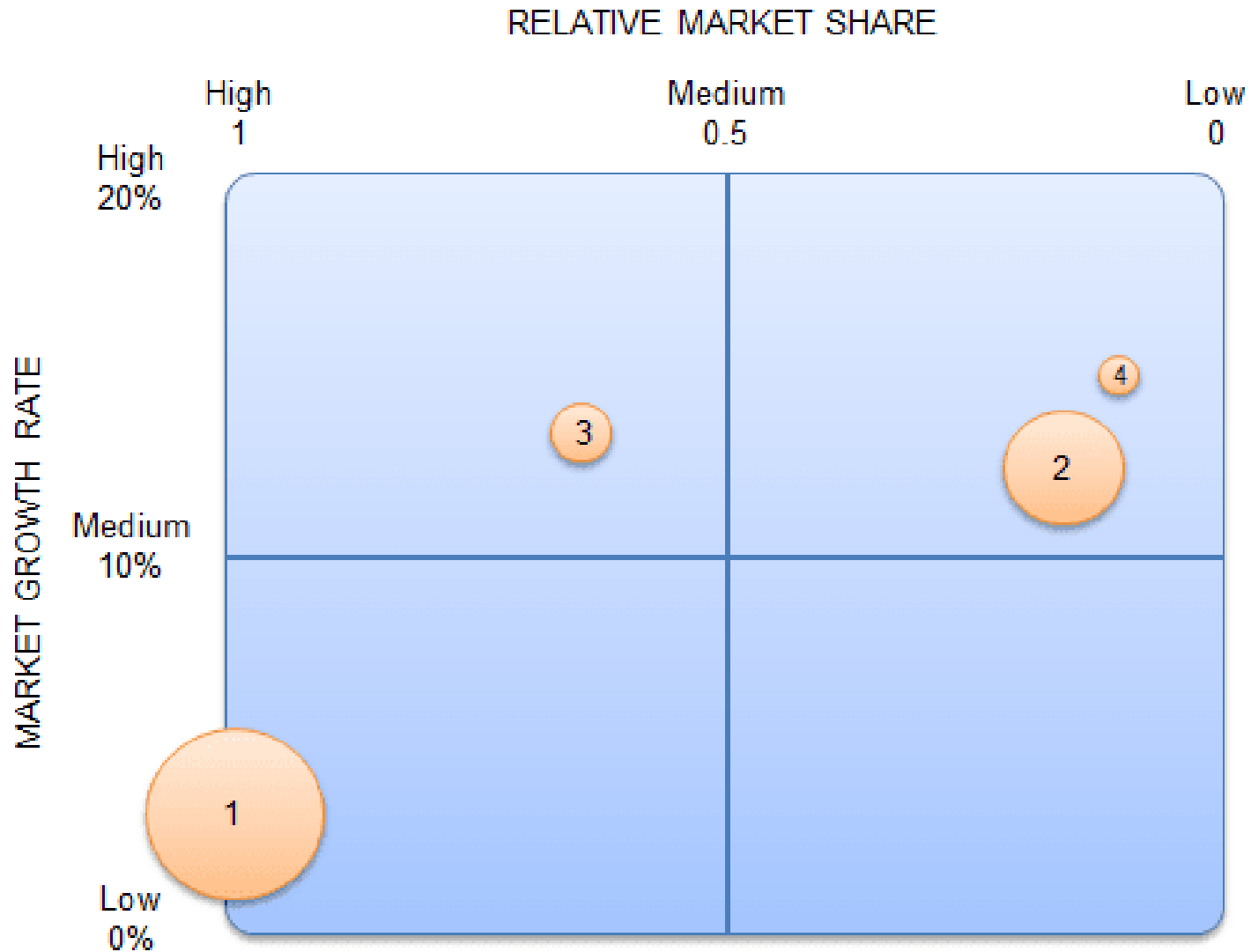
<http://www.strategicmanagementinsight.com/tools/bcg-matrix-growth-share.html>

# ***The BCG Growth-Share Matrix***

Brand	Revenues	% of corporate revenues	Largest rival's market share	Your brand's market share	Relative market share	Market growth rate
"1"	\$500,000	54%	25%	25%	1	3%
"2"	\$350,000	38%	30%	5%	0.17	12%
"3"	\$50,000	6%	45%	30%	0.67	13%
"4"	\$20,000	2%	10%	1%	0.1	15%

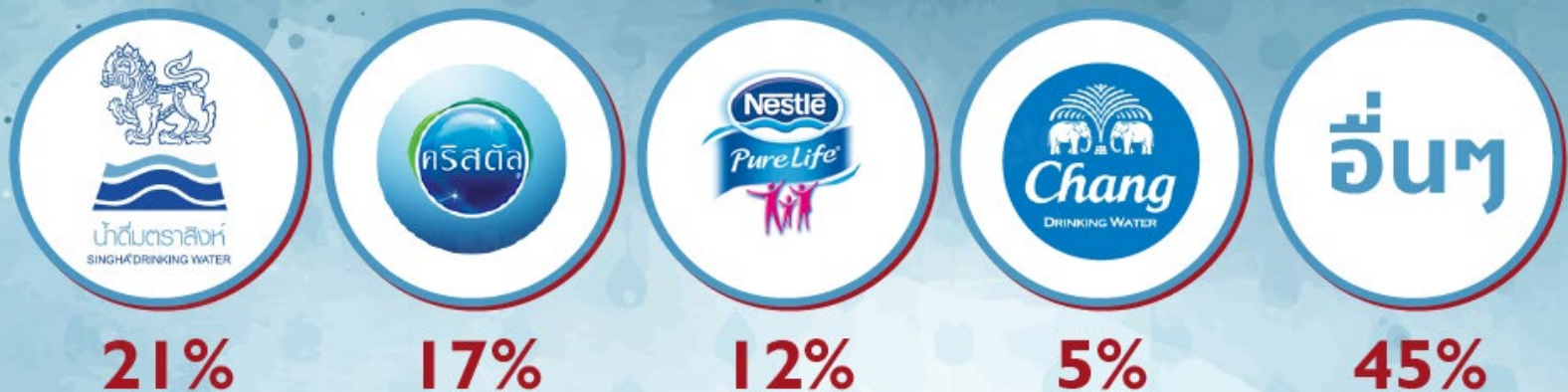


# ***The BCG Growth-Share Matrix***



# Market Share

## ส่วนแบ่งตลาดน้ำดื่ม



ตลาดรวม 32,000 ล้านบาท

ที่มา: น้ำดื่มคริสตัล, มกราคม 59  
Marketeer

# Market Share

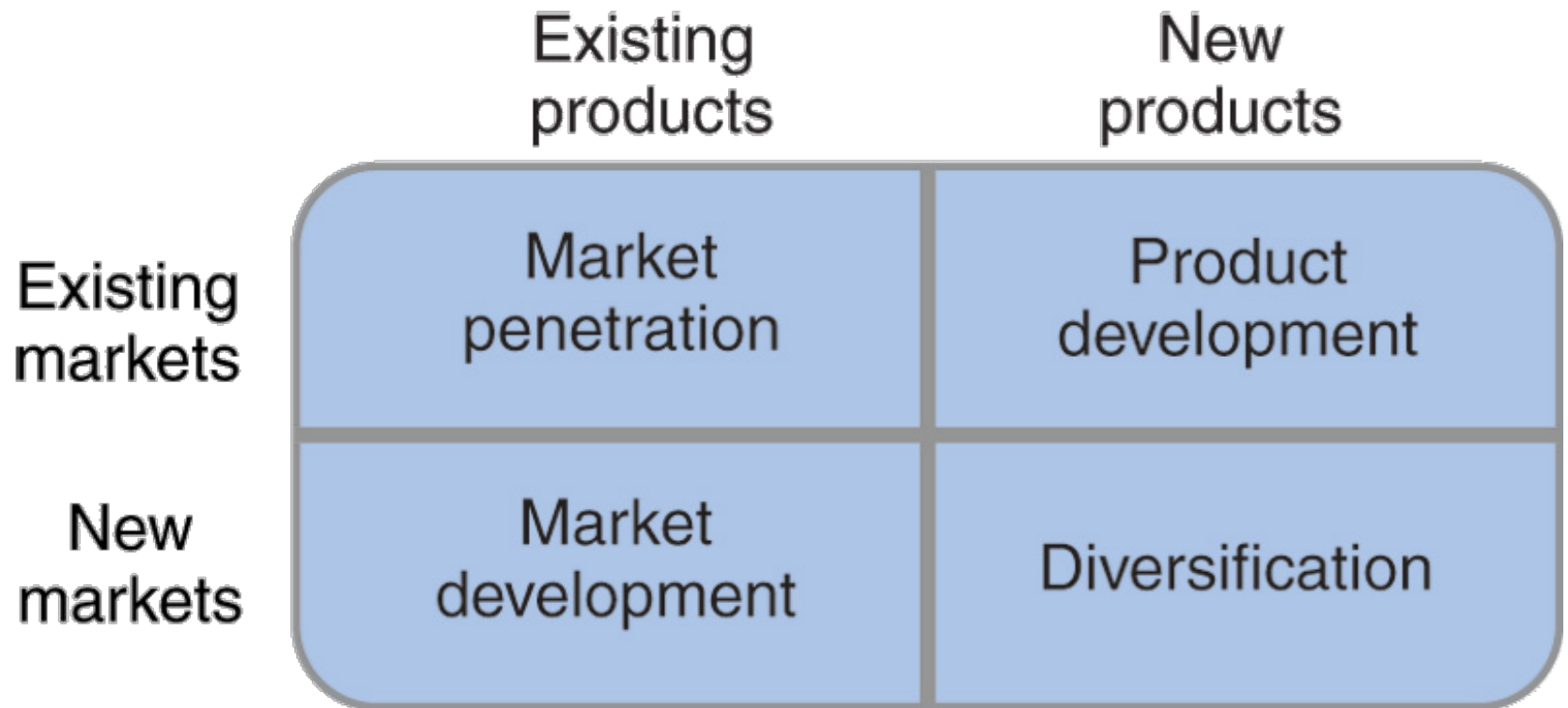


## ***Market Share***



***If you are CMO  
of ThaiBev,  
which market  
you should  
concentrate  
first?***

# ***The Product/Market Expansion Grid***







# ***The Product/Market Expansion Grid***

*Market  
penetration*



*Product  
development*



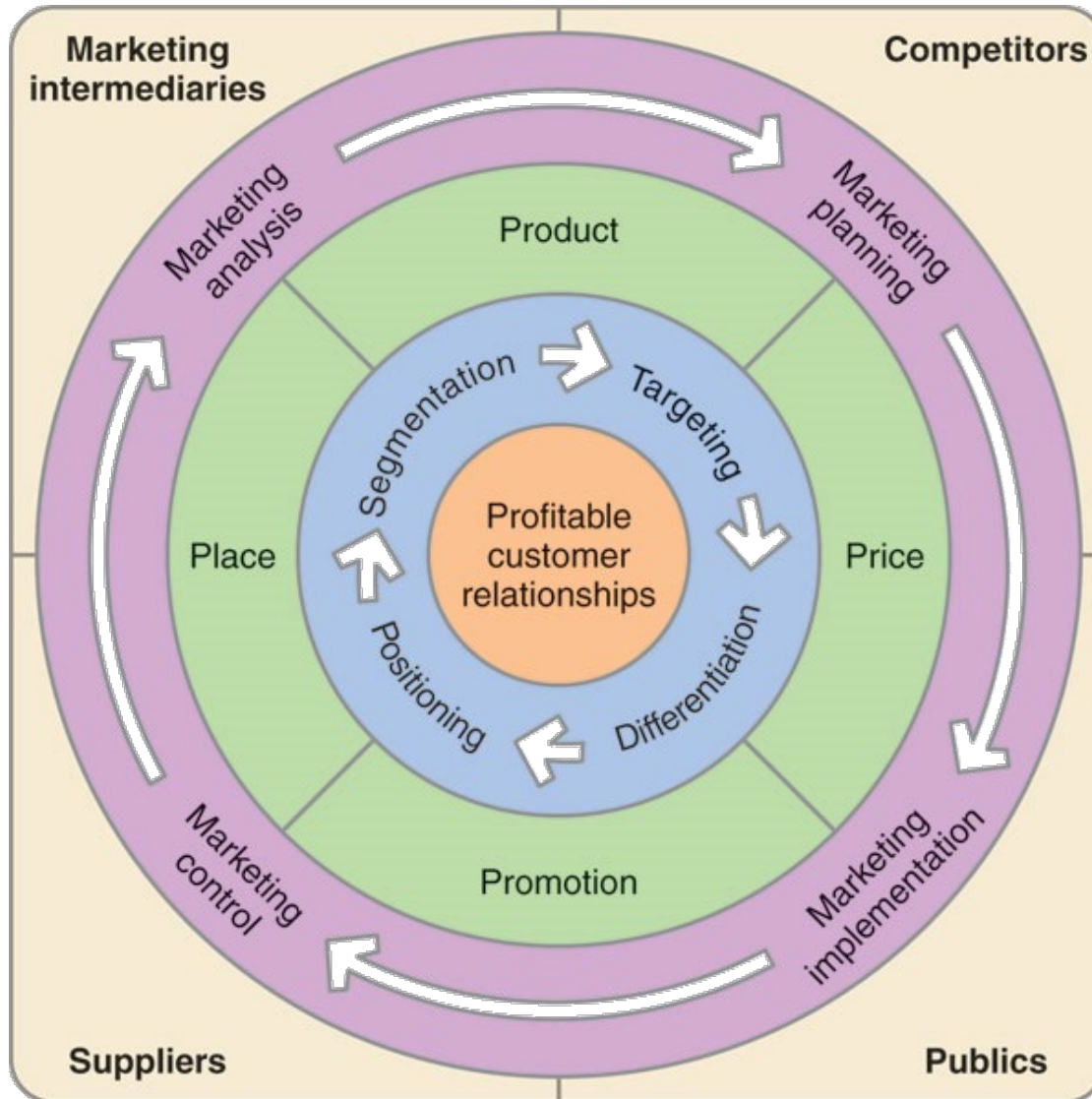
*Market  
development*



*Diversification*



# Marketing Strategy





# ***Marketing Strategy***

***Market segmentation***



```
graph TD; A[Market segmentation] --> B[Target market]; B --> C[Positioning];
```

The diagram illustrates a three-step marketing strategy process. It consists of three rounded rectangular boxes arranged vertically, each containing a step name. The boxes are connected by downward-pointing arrows, indicating a sequential flow from top to bottom. The first box is labeled 'Market segmentation', the second 'Target market', and the third 'Positioning'. The boxes have a red border and a light gray shadow.

***Target market***

***Positioning***

# ***Market Segmentation***

The process of dividing a market into distinct groups of buyers with different needs, characteristics, or behavior who might require separate products of marketing programs.

# Demographic segmentation

# SUPER RMA ...CAN DO

เกมไฟฉายในตัว

แว่นขยาย  
ช่วยอ่านหนังสือ

ตัวอักษรใหญ่  
อ่านง่าย



เชื่อหรือไม่?  
ป๊อคือเป็นแว่นขยายได้



INFINITY SUPER RMA



“เคล็ดลับ...  
ของคนค้าปลีก”

**Benefit segmentation**

SERIES  
DOOM



DOOM  
Cute Spring



DOOM  
Cool Spring



DOOM  
7 Styles



DOOM  
High Style





A hand in a business suit points at a world map. A network of white human icons is connected by lines, with one icon on the map highlighted in red. The background is a dark, textured surface.

# ***Target Market***

Involves evaluating each market segment's attractiveness and selecting one or more segments to enter



\$0.2 per 750 ml



***Mass  
market***



\$40 per 750 ml



***Niche  
market***



## ***Individual Marketing***

***Customers can freedom choose color depending on their demand***

# Create Your Own Website

Easy. Intuitive. Beautiful.



Source: <http://www.wix.com/>



# ***Differentiation***

Creating superior customer value by actually differentiating the market offering.

The world's thinnest notebook. **MacBook Air.**



# ***Differentiation***

***Social Network***



***Social Network for  
Professional***





consumer.huawei.com



REINVENT SMARTPHONE PHOTOGRAPHY

MAKE IT POSSIBLE



HUAWEI P9

CO-ENGINEERED WITH 

# Differentiation

Huawei focuses on shooting camera, but Oppo focuses on selfie

 A woman in a long, gold, sequined dress is taking a selfie with a gold Oppo F1 Plus smartphone. She is standing in a room with a large audience in the background. The Oppo logo is in the top right corner.
 

[F1 Plus] เซลฟี่สไตล์ใหม่ เป็นที่ทุกเชือต

*Don't miss it*

[F1 Plus] Selfie Expert

- กล้องหน้า 16 ล้านพิกเซล กระจกพลาสมา คมชัดใสปิ๊ง
- เซ็นเซอร์ Finger Scan 0.25 วินาที
- หลอด LED 16 ล้านพิกเซล
- ชาร์จเร็วสุดเพียง 1 ชั่วโมง ด้วย Ram 4G

# ***Positioning***

Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers

[Main](#)[What is Wii?](#)[Built-in Entertainment](#)[Enhance Your Wii](#)[Wii 101](#)[Buy Now](#)

## **Wii is more** than a game machine.

Wii is social and active entertainment  
that brings the whole family together.  
Power-up your family game night with the™  
Wii™ system.

[LEARN MORE](#)



**+ DENTISTE' PLUS WHITE**  
Nighttime Toothpaste



Dentiste' Nighttime Toothpaste  
Laboratory proven to inhibit night time  
bacteria for fresh morning breath.

**THE NO.1 NIGHTTIME TOOTHPASTE IN THE WORLD**  
Eliminating Your Morning Bad Breath



# Nissan LEAF

Zero Emission

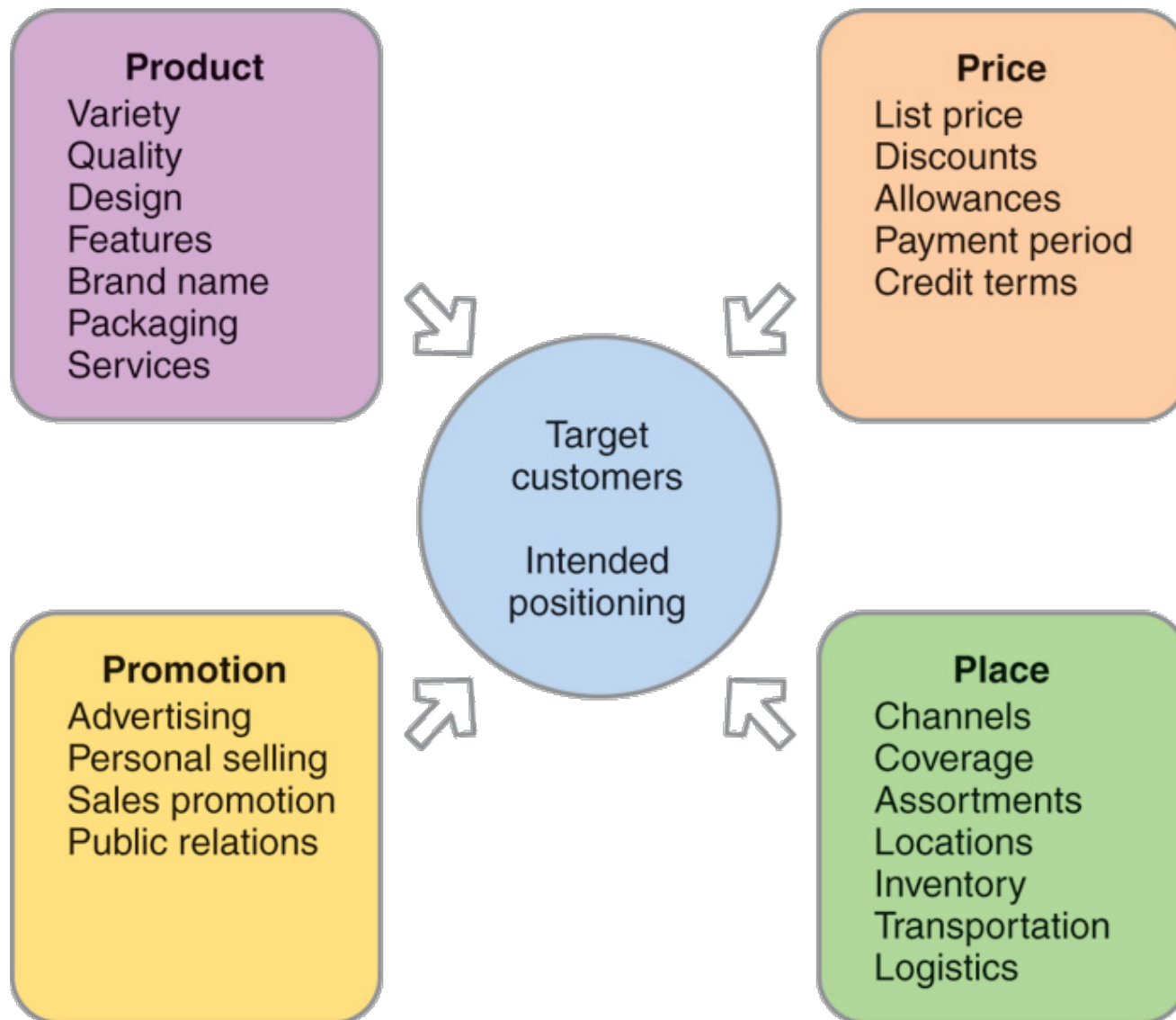




# ***Marketing Mix***

The set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.

# ***The Four Ps of Marketing Mix***



# ***The 4 Ps and the 4 Cs of Marketing Mix***

## ***4 Ps – Seller's view***

Product

Price

Place

Promotion

## ***4 Cs – Buyer's view***

Consumer solution

Consumer cost

Convenience

Communication

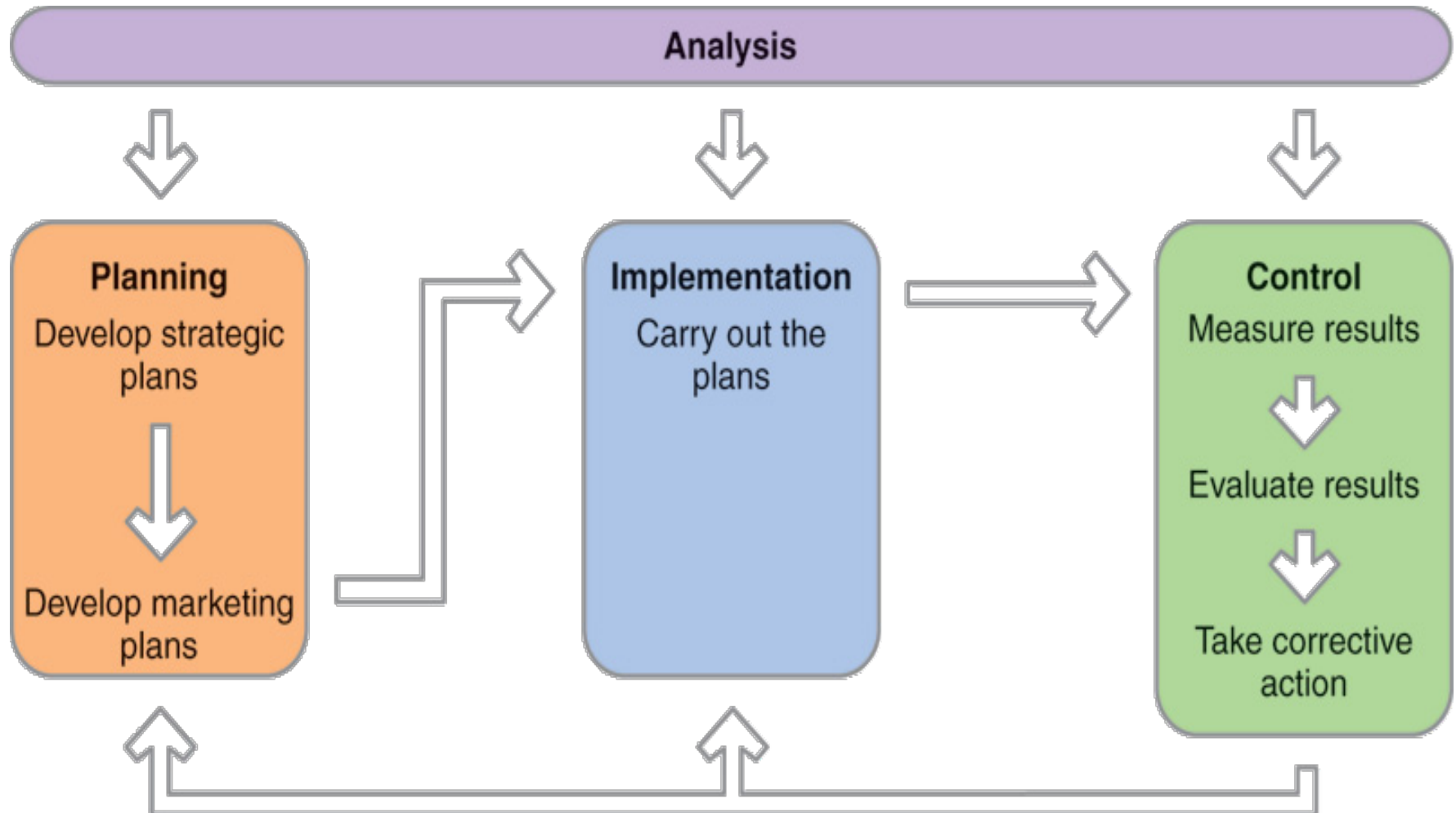
A large, stylized orange graphic resembling a thick, curved line or a stylized letter 'S' or 'Z' with rounded ends, positioned diagonally across the right side of the image. It has a slight 3D effect with a shadow.

“

**Don't be afraid** to get  
creative and experiment  
with your marketing.

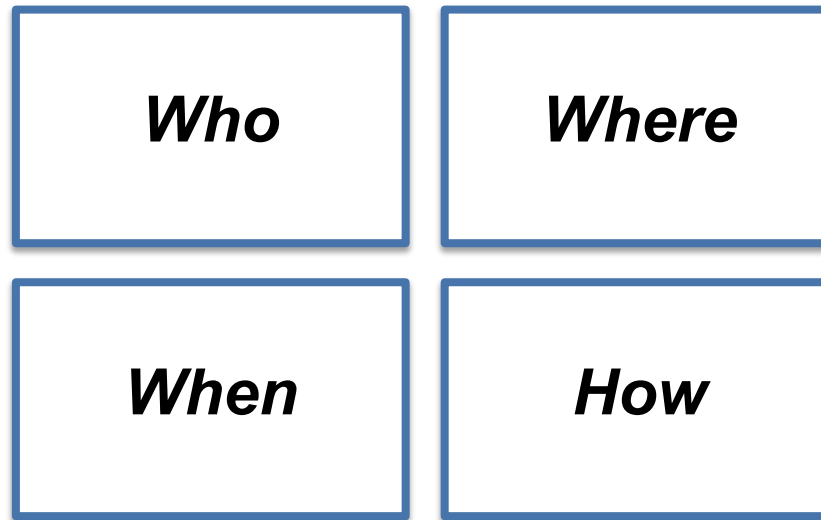
MIKE VOLPE  
CHIEF MARKETING OFFICER  
HUBSPOT

# ***Marketing Analysis, Planning, Implementation, and Control***



# ***Marketing Analysis, Planning, Implementation, and Control***

Turns marketing plans into day-to-day marketing actions by addressing:



Marketing departments must be properly organized to ensure timely implementation.

# ***Marketing Control Process***

***Set goals***



***Measure performance***



***Evaluate performance***



***Take correction***

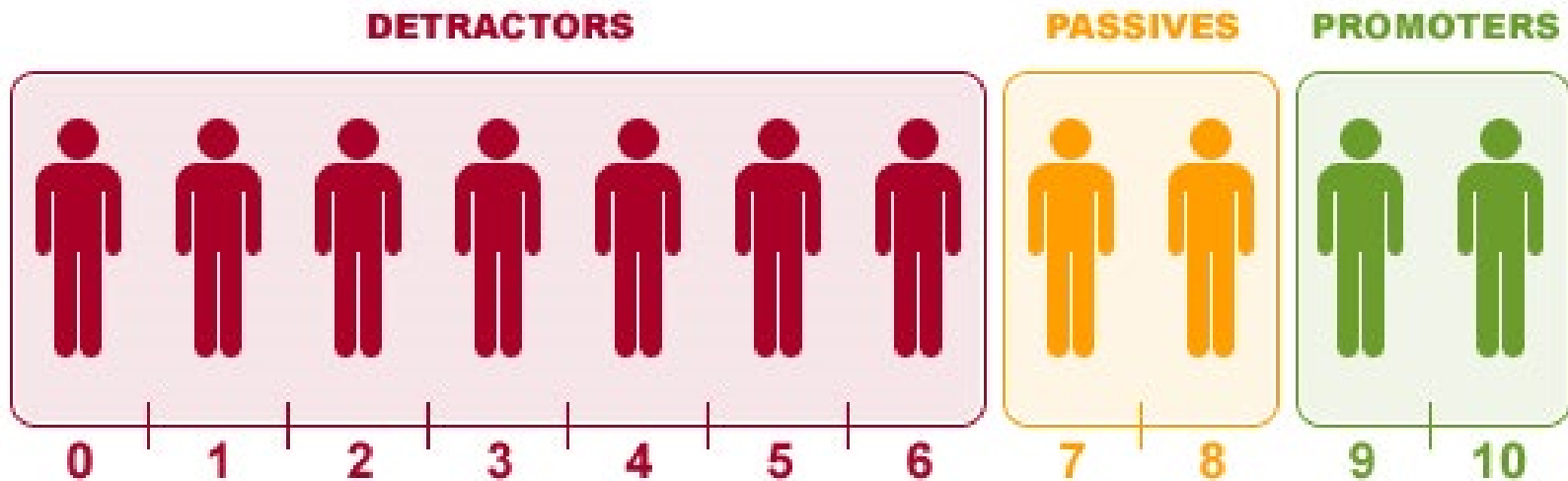


# ***Market Evaluation***

The *Net Promoter Score (NPS)* is a simple but powerful tool to measure client satisfaction with one single question

***“How likely are you to recommend company/brand/product X to a friend/colleague/relative?”***

# Market Evaluation



Net Promoter Score

=

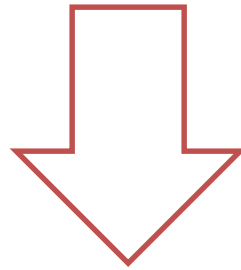
% Promoters

—

% Detractors

# ***Key Performance Indicators***

“An industry jargon for a type of performance measurement”



In marketing, KPI are sale revenue, profit, customer satisfaction, customer retention, market share, a number of new customer, and efficiency of Ads

“

When you enchant  
People, your goal  
is not to make money  
from them or to get them  
to do what you want,  
but to fill them  
with **great delight.**

GUY KAWASAKI  
FORMER CHIEF EVANGELIST, APPLE  
CO-FOUNDER, ALLTOP.COM

