**PharmaSim Preliminary Marketing Plan**

1. **IDENTIFY THE 5C’s SITUATION ANALYSIS**
2. **Company:** Goals, metrics, strengths/weaknesses

|  |  |  |  |
| --- | --- | --- | --- |
| ***Goals:*** | ***Metrics*** | ***Strengths*** | ***Weaknesses*** |
| 1. Allstar stock price | +10% per yr | Brand, share, inelastic pricing, category growth | Mktg. budget allocation, portfolio |
| 2. Allstar cum net income | +10% per yr | Brand, share, price | Portfolio, sales |
| 3. Allstar annual net income | $74M | Brand, share, price | Sales, shelf space |
| 4. Allround Market share | 41% | Category growth, inelastic pricing, brand awareness | Budget, sales coverage, R&D capacity |
| 5. Allstar capacity utilization | 93% | Category growth, brand, 1-product, formula opportunity | Alcohol formula, budget, growing portfolio |
| 6. Allround shelf space rank | 1 – retail | MSRP advantage, brand awareness | Budget constraints, sales coverage |

1. **Customers:** Customer needs, benefits sought, trends

|  |  |  |
| --- | --- | --- |
| ***Underlying Needs*** | ***Benefits Sought*** | ***Trends*** |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Competitors:** Primary competitors and their anticipated strategies; how Allround will defend their strategies

|  |  |  |
| --- | --- | --- |
| ***Competition*** | ***Primary Competitor’s Anticipated Strategy*** | ***Allround***  ***Defensive Plan*** |
| **Primary competition** |
|  |  |  |
|  |  |  |
|  |  |  |
| **Secondary competition** |  |  |
|  |
|  |  |  |
|  |  |  |

1. **Collaborators:** Which distribution channels or professionals will you collaborate with and how will you motivate them?

|  |  |  |
| --- | --- | --- |
| ***Collaborators*** | ***Why*** | ***Motivation*** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Context:** Environmental factors that could affect your marketing plan

|  |  |  |  |
| --- | --- | --- | --- |
| ***Economy*** | ***Price Inflation*** | ***Industry Growth*** | ***Market Issues*** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**2. CREATE YOUR PRODUCT MARKETING STRATEGY**

1. **Segmentation:** Consumer segments available in PharmaSim

|  |  |  |
| --- | --- | --- |
| ***Illness Segments:*** | ***Segment Opportunities:*** | ***Segment Threats:*** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| ***Demographic Segments:*** | ***Segment Opportunities:*** | ***Segment Threats:*** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Targeting:** Segments you will target and why

|  |  |
| --- | --- |
| ***Target Segments:*** | ***Why:*** |
|  |  |
|  |  |
|  |  |
| 4. |  |

1. **Positioning:** The value proposition you will promote by target market and the implications to the 4P’s

|  |  |  |
| --- | --- | --- |
| ***Target:*** | ***Value Proposition:*** | ***4P Implications:*** |
|  |  |  |
|  |  |  |
|  |  |  |

**3. CREATE YOUR PRELIMINARY MARKETING PLAN**

* 1. **Product:** Allround product formulation decision; decision advantages

|  |  |
| --- | --- |
| ***Product Formulations*** | ***Advantages*** |
|  |  |
|  |  |

* 1. **Price:** Price sensitivity and purchase decision drivers by segment; Allround’s selected competitive pricing position (high/med/low) and Allround profit margin goal (5%, 10%, 15%)

|  |  |  |  |
| --- | --- | --- | --- |
| ***Target Price Sensitivity*** | ***Decision Driver*** | ***Competitive Price Position*** | ***Profit Margin Goal*** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

* 1. **Promotion:** Use a push or pull strategy? Message focus; ad agency selection, advertising budget allocation

|  |  |  |  |
| --- | --- | --- | --- |
| ***Promotion Strategy*** | ***Message*** | ***Agency*** | ***Budget Allocation*** |
|  |  |  |  |

* 1. **Place:** Highest priority distribution channels and what drives self-space allocation in each channel

|  |  |
| --- | --- |
| ***Priority Channels*** | ***Self-Space Drivers*** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |