

MARKETING PLANNING AND STRATEGY SERVICES

1. Defining strategy, marketing planning
 - A. Strategic management process
 - B. Strategic Marketing Process



"It is important to make plans strategically correct rather than momentarily profitable."

STRATEGY, MARKETING PLANNING

- ▶ **Strategy:** the method (procedure) of achieving the set goals!
- ▶ **Strategic marketing planning:** a systematic and rational promotion of market and business tasks, derived from basic business and marketing goals. It is an essential part of corporate planning.

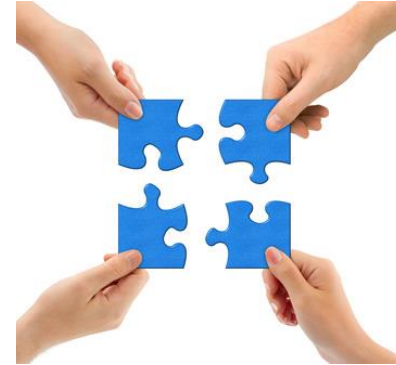
A. STRATEGIC MANAGEMENT PROCESS

- ▶ **Vision:** a set of specific ideals and priorities of the company, an image of its successful future, which is based on the basic values or philosophy with which the goals and plans of the company are connected.
- ▶ The vision gives an answer to the question of how the company will look in the future.
- ▶ The vision should correspond to the real situation, capabilities and possibilities of the company.



A. STRATEGIC MANAGEMENT PROCESS

- ▶ **Mission** : explanation of the meaning, purpose of the business, statement of what the company wishes to achieve.
 - ▶ the meaning of society's existence,
 - ▶ relationship with other market subjects,
 - ▶ norms of behavior of the whole society,
 - ▶ long-recognized values of the company.
- ▶ **A properly formulated mission must answer the following questions:**
 - ▶ Who are our customers?
 - ▶ Where does it operate?
 - ▶ What is the company philosophy?
 - ▶ What are the company's strengths and competitive advantage?
 - ▶ What products will the company satisfy the wishes of customers?



VISION - WHERE ARE WE
GOING? PICTURE OF THE
FUTURE.

MISSION - WHY DO WE EXIST?
REASON FOR EXISTENCE.

REMA/X

The mission of REMA/X :

- ▶ We build on RE/MAX's global real estate success. Strategically and long-term, we are building a strong position for this company in the Czech Republic.
- ▶ With the high professionalism and ethics of our brokers and offices, we exceed customer expectations and positively influence the way of trading on the Czech real estate market.
- ▶ Together with our partners, suppliers and shareholders, we form a strong team that has a common interest in maximally satisfying the needs of customers in the real estate business.
- ▶ We build a long-term and fair relationships with our customers, the local community, business partners and colleagues, because people and interpersonal relationships are extremely important to us in business.

The vision of REMA/X:

- ▶ Thanks to our unique RE/MAX concept , we can focus on the real needs of customers, franchisees and brokers. In this way, we achieve their maximum satisfaction and loyalty.

A. STRATEGIC MANAGEMENT PROCESS

- ▶ **Objectives (SMART)**: a specific desired state, the achievement of which is expected in a certain time. Goals do not contain instructions or instructions on how to achieve them, but only the desired goal state.
- ▶ Short-term (up to 1 year, medium-term 1-5 years and long-term 5 years or more).
 - ▶ Market share.
 - ▶ Revenue and profit growth.
 - ▶ Cost reduction.
 - ▶ Return on investment.
 - ▶ Image.
 - ▶ Ability to compete in international markets.
 - ▶ Financially strong position.
 - ▶ Socially responsible business.
 - ▶ + Objectives in the field of marketing mix tools, ...



**GOOD
FAST
CHEAP**

A. STRATEGIC MANAGEMENT PROCESS

- ▶ **Identification of business opportunities:** they represent the right relationship between opportunities coming from the external environment and between the capabilities and resources of the business on the other hand.
- ▶ Offering something that is lacking in the market.
- ▶ Offer an existing service in a new or better way.
- ▶ Offering a new service - finding a market gap.



B. STRATEGIC MARKETING PROCESS

- ▶ Building the relationship between the organization and the target market by market orientation of the marketing management process, taking into account changes in the organization's environment with the aim of meeting the needs of the target market.
- ▶ Selection and formulation of an adequate marketing strategy for a certain target market.
- ▶ The transfer of the marketing philosophy (concept) to all activities of the organization with the involvement of employees in the process of meeting the needs of the client with the aim of fulfilling the set marketing goals.

B. STRATEGIC MARKETING PROCESS

1. Planning stage

- ▶ Marketing situational analysis.
- ▶ Setting of marketing goals and formulating of strategies.
- ▶ A marketing plan design.

2. Implementation stage

- ▶ Own implementation of the marketing plan.

3. Control stage

- ▶ Comparing the results achieved with the marketing plan - **the feedback is important!**

MARKETING SITUATION ANALYSIS

- ▶ **"5C"**: company, collaborators, customers, competitors, climate/context (macroeconomic factors)
- ▶ **Analysis of the macro environment** (STEP analysis, PESTEL, ...).
- ▶ **Analysis of the external microenvironment** (Porter's model of 5 competitive forces).
- ▶ **Analysis of the internal microenvironment** (material, financial and human and non-material resources).
- ▶ **SWOT analysis** (comparison, **assessment of interrelationships!**).



MARKETING OBJECTIVES

- ▶ **Marketing Objectives:**
 - ▶ What should the company achieve in the target market?
 - ▶ How does it get there?
 - ▶ What impression will it make?

- ▶ **Priority marketing goals:**
 - ▶ Market position of the company.
 - ▶ Customer Relationship Building (CRM).
 - ▶ Company identity and image.



MARKETING OBJECTIVES IN SERVICES

- ▶ By 12/2024 to reduce advertising costs by 10% compared to the year 2023.
- ▶ Open a new branch in Prague by October 2023.
- ▶ To introduce a customer loyalty program by the end of June 2024.



Marketing objectives	Marketing strategy	
What? Who? When?	How?	Marketing mix "7P"

FORMULATION OF MARKETING STRATEGIES

Based on market trends	Growth, maintenance, retreat
Based on the approach to market segments	Offensive, defensive
Based on attitude towards the external environment	Cooperative, conflictual
Based on specific customer groups	Mass Market, Large Segments, Adjacent Segments, Multisegments, Small Segments, Niche Markets, Customization
Based on the market life cycle	Enter new markets, growing markets, mature markets and declining markets
Based on the company's position on the market	Market leader, market challenger, market follower, occupation of market niches

MARKETING PLAN

- ▶ **Marketing plan** - a written document that captures the results of marketing planning and shows where the business wants to be at a certain point in time in the future and what it will use to get there.
- ▶ It includes **implementation programs** (WHAT? WHEN? WHO? HOW MUCH?) + **budget**.



TYPES OF MARKETING PLANS

- ▶ Long-term (strategic).
- ▶ Short-term (tactical, annual).
- ▶ Plan object.
- ▶ For individual service categories.
- ▶ For new services.
- ▶ For market segments.
- ▶ For geographic markets.
- ▶ For key customers.
- ▶ ...



MARKETING PLAN VERSUS RESULTS ACHIEVED

- ▶ Comparison and evaluation of actual performances with predicted ones.
- ▶ Analysis and determination of the causes of deviations from the plan.
- ▶ Establish measures to eliminate deviations.



MARKETING AUDIT

- ▶ It is used for planning or control purposes.
- ▶ A comprehensive, systematic, periodic and independent assessment of the business situation in a certain environment.
- ▶ Marketing environment, goals, strategies, systems, functions and performance, ...

