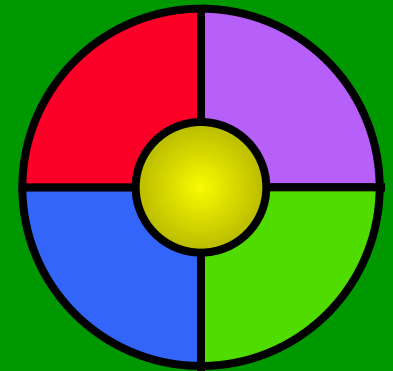


Chapter 2:

Strategic Market Planning and the Evaluation of Marketing Opportunities



The Marketing Management Process

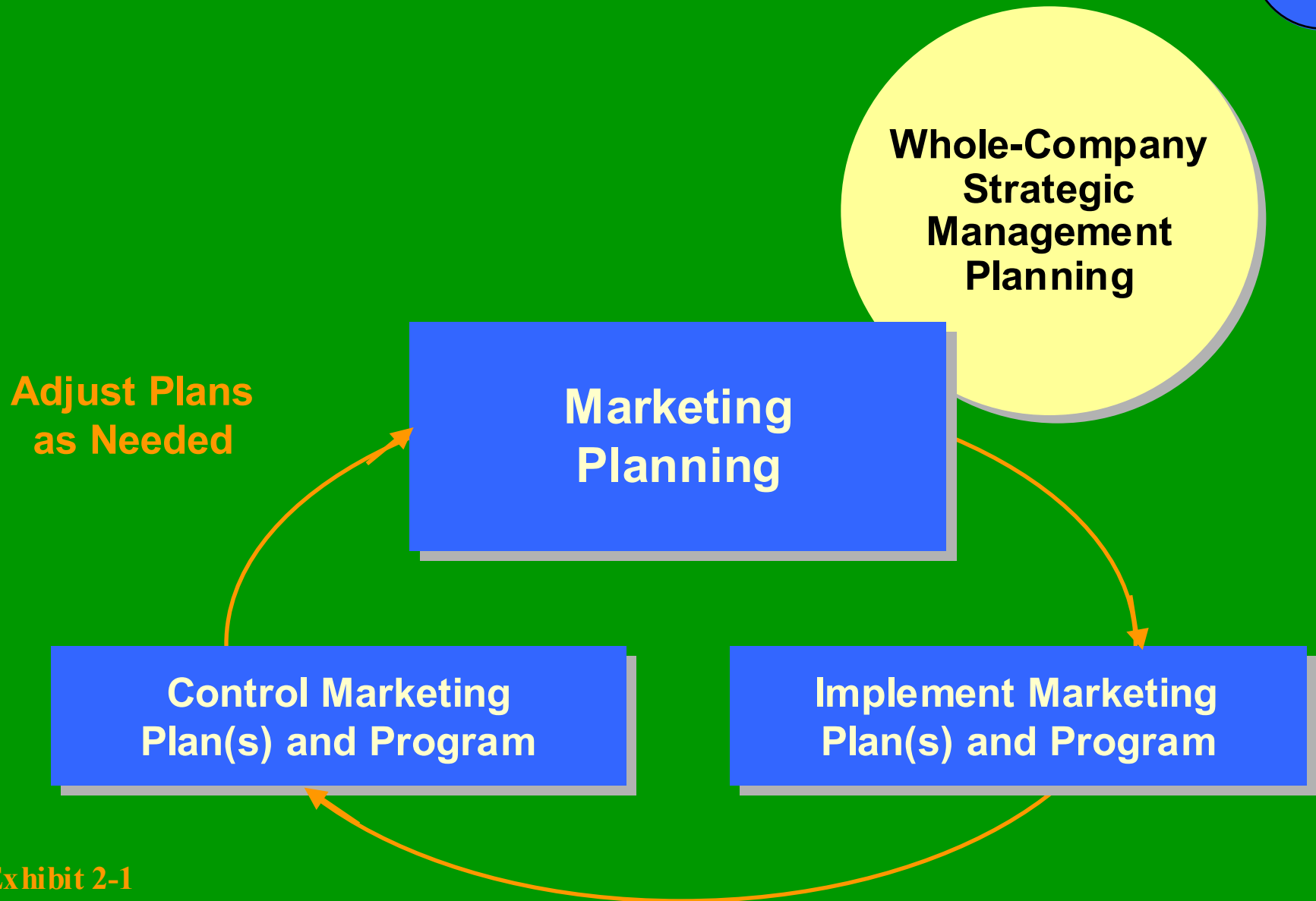


Exhibit 2-1

A Marketing Strategy



The Marketing Mix

C

Exhibit 2-2

2-3

The Four Ps of the Marketing Mix

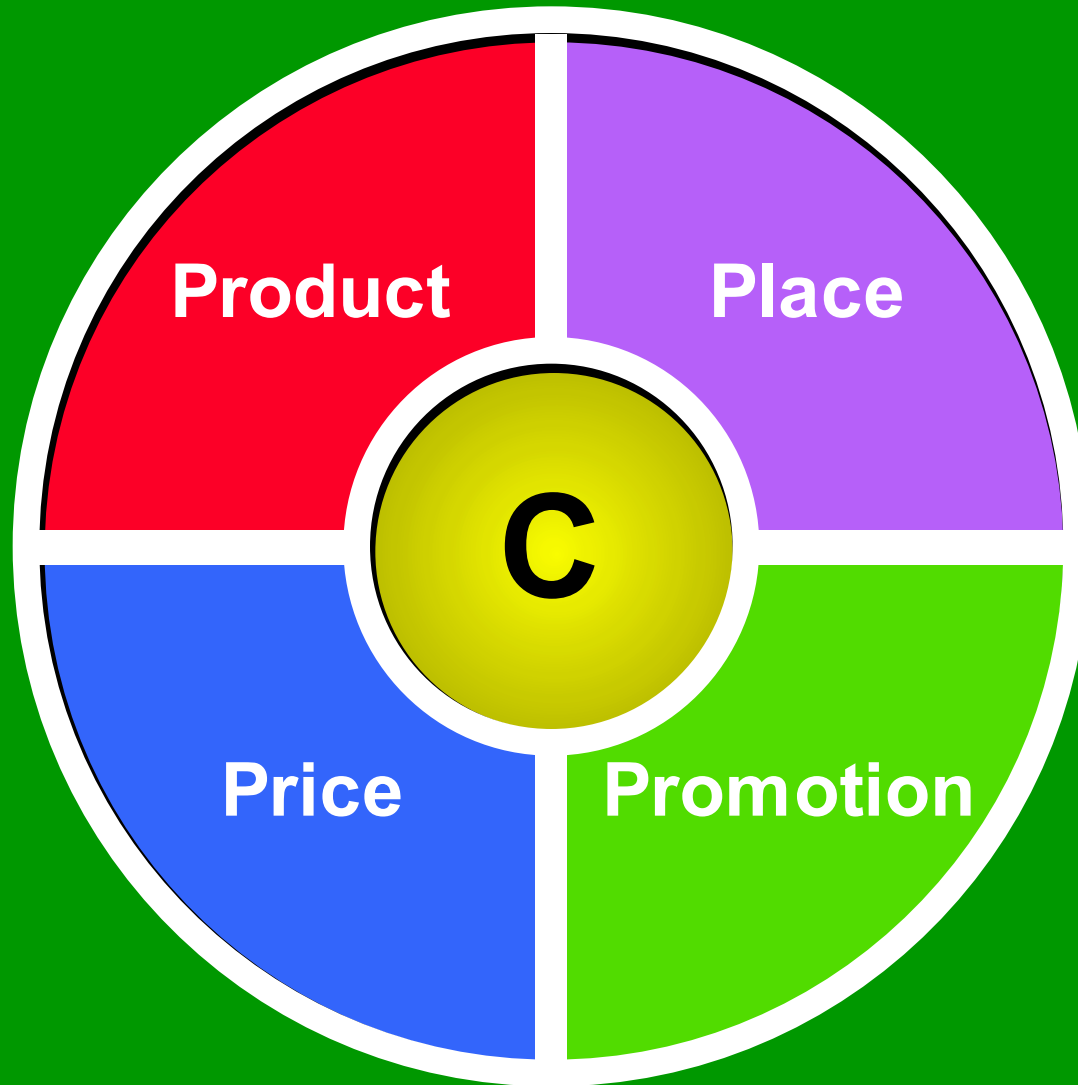


Exhibit 2-3

2-4

Strategy Decision Areas Organized by the Four Ps



Product

Physical Goods
Service
Features
Quality Level
Accessories
Installation
Instructions
Warranty
Product Lines
Packaging
Branding

Place

Objectives
Channel Type
Market Exposure
Kinds of
Middle man
Kinds and
Locations of
Stores
How to Handle
Transporting
and Storing
Service Levels
Recruiting
Middle men
Managing
Channels

Promotion

Objectives
Blend
Salespeople
Kind
Number
Selection
Training
Motivation
Advertising
Targets
Kinds of Ads
Media Type
Copy Thrust
Who Prepares?
Sales Promotion
Publicity

Price

Objectives
Flexibility
Level over
Product Life
Cycle
Geographic
Terms
Discounts
Allowances

Four Examples of Basic Channels of Distribution for Consumer Products



Manufacturer or Producer

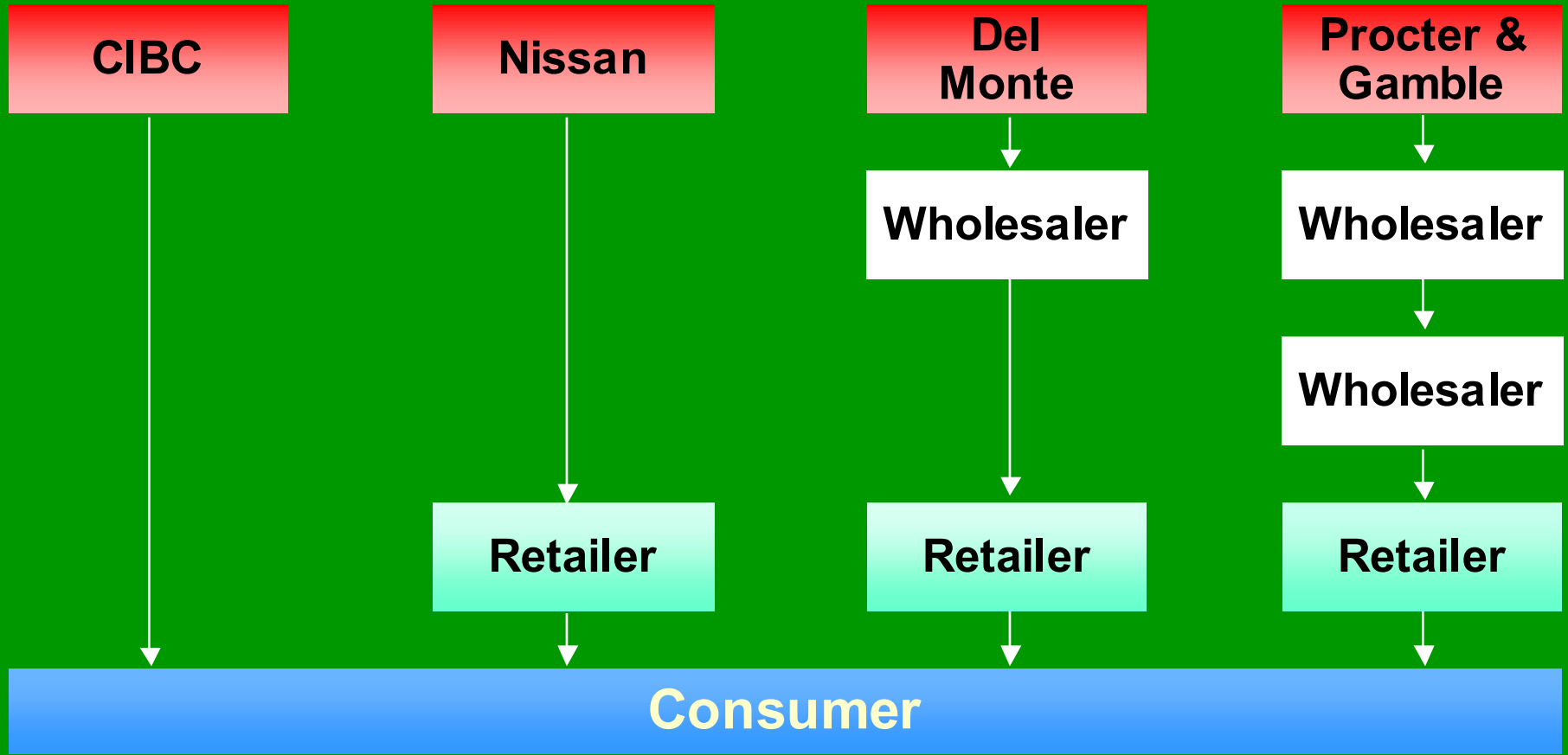


Exhibit 2-5

Elements of a Firm's Marketing Program

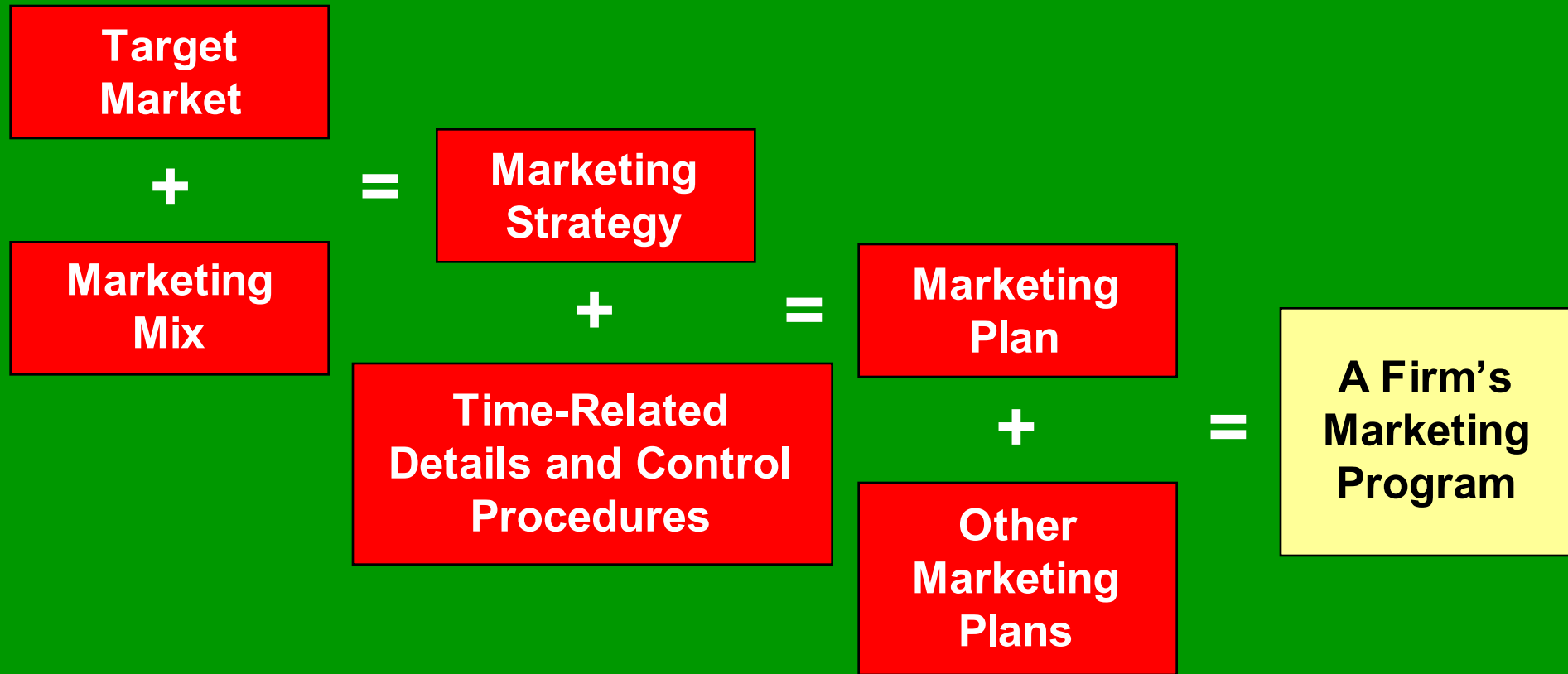


Exhibit 2-7

Distribution of Different Firms Based on Marketing Performance



Death-wish
marketing

Best-practices
marketing

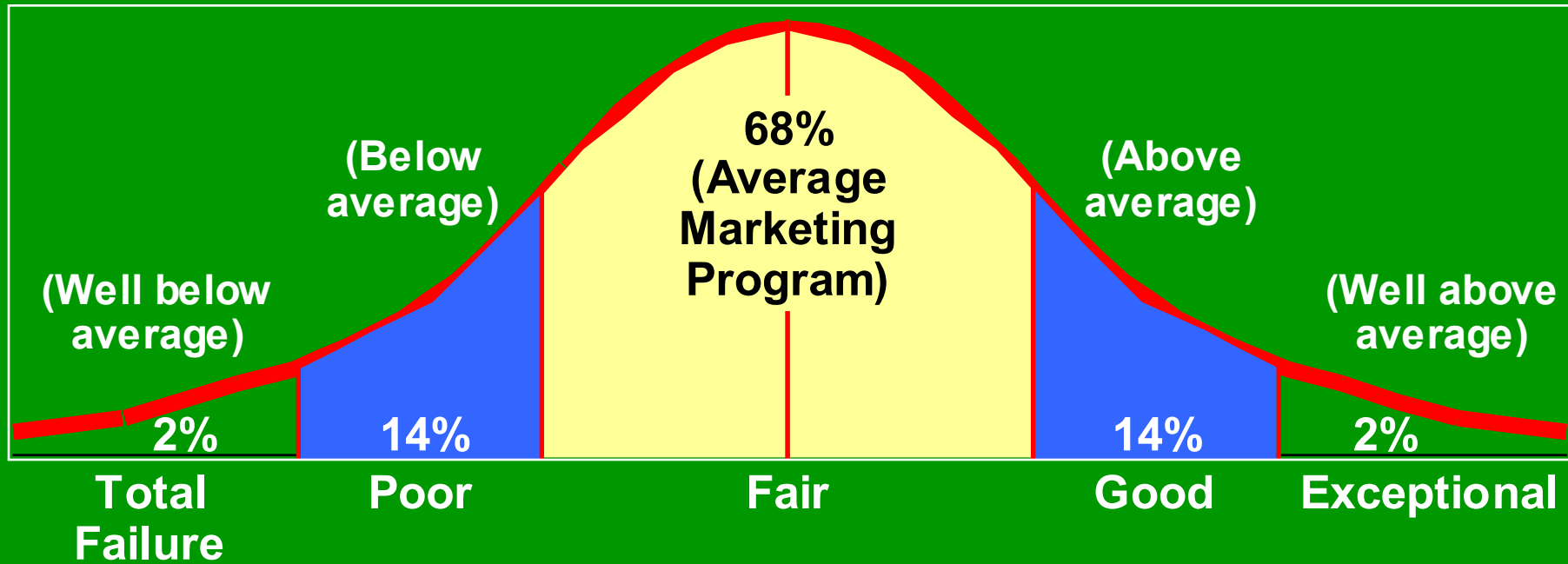
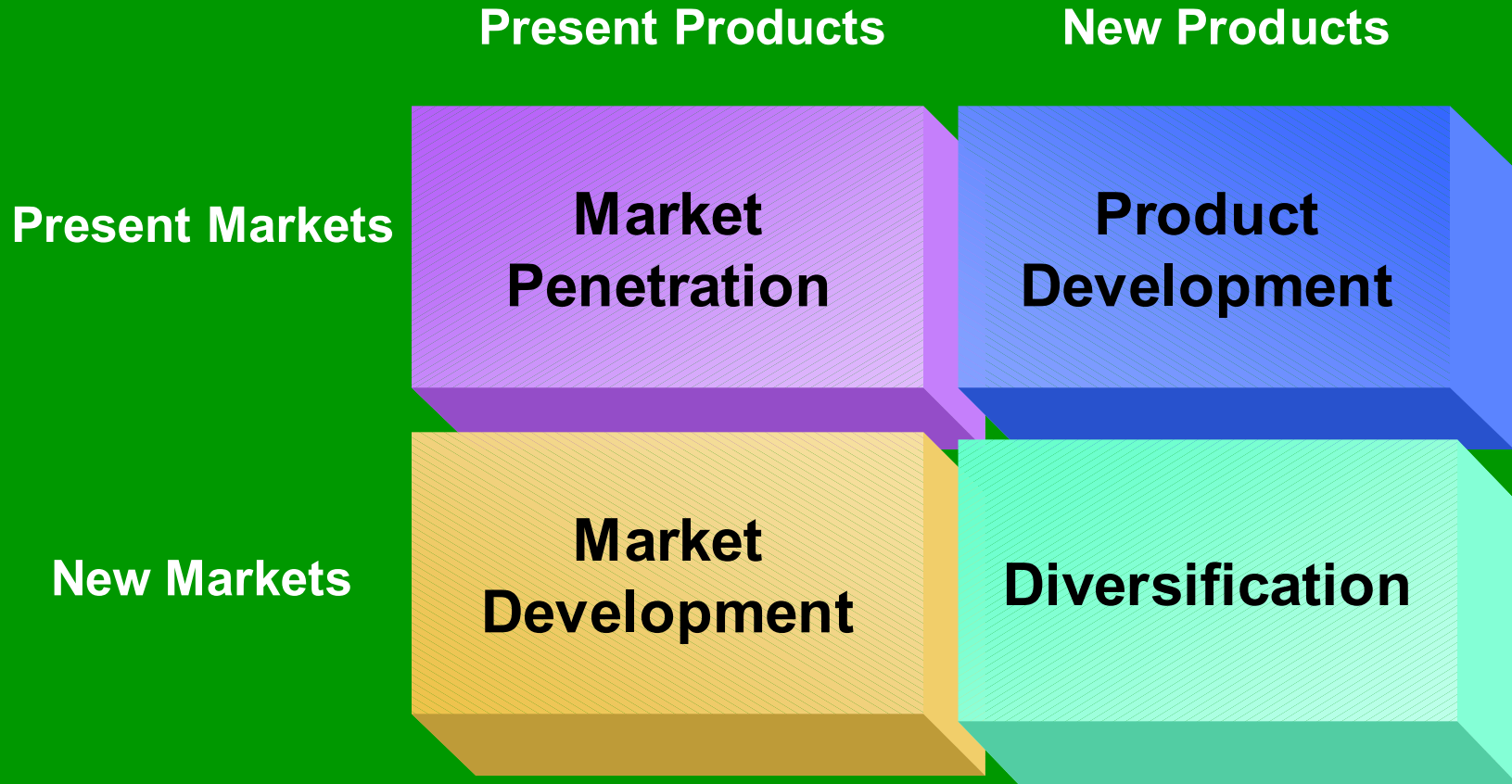


Exhibit 2-9

Types of Opportunities



Four Basic Types of Opportunities



Sales and Cost Curves of Two Strategies



In this graphic, a too-narrow focus on the first year's results might cause the marketing manager to abandon this product as too costly.

Evaluating Opportunities



Industry Attractiveness

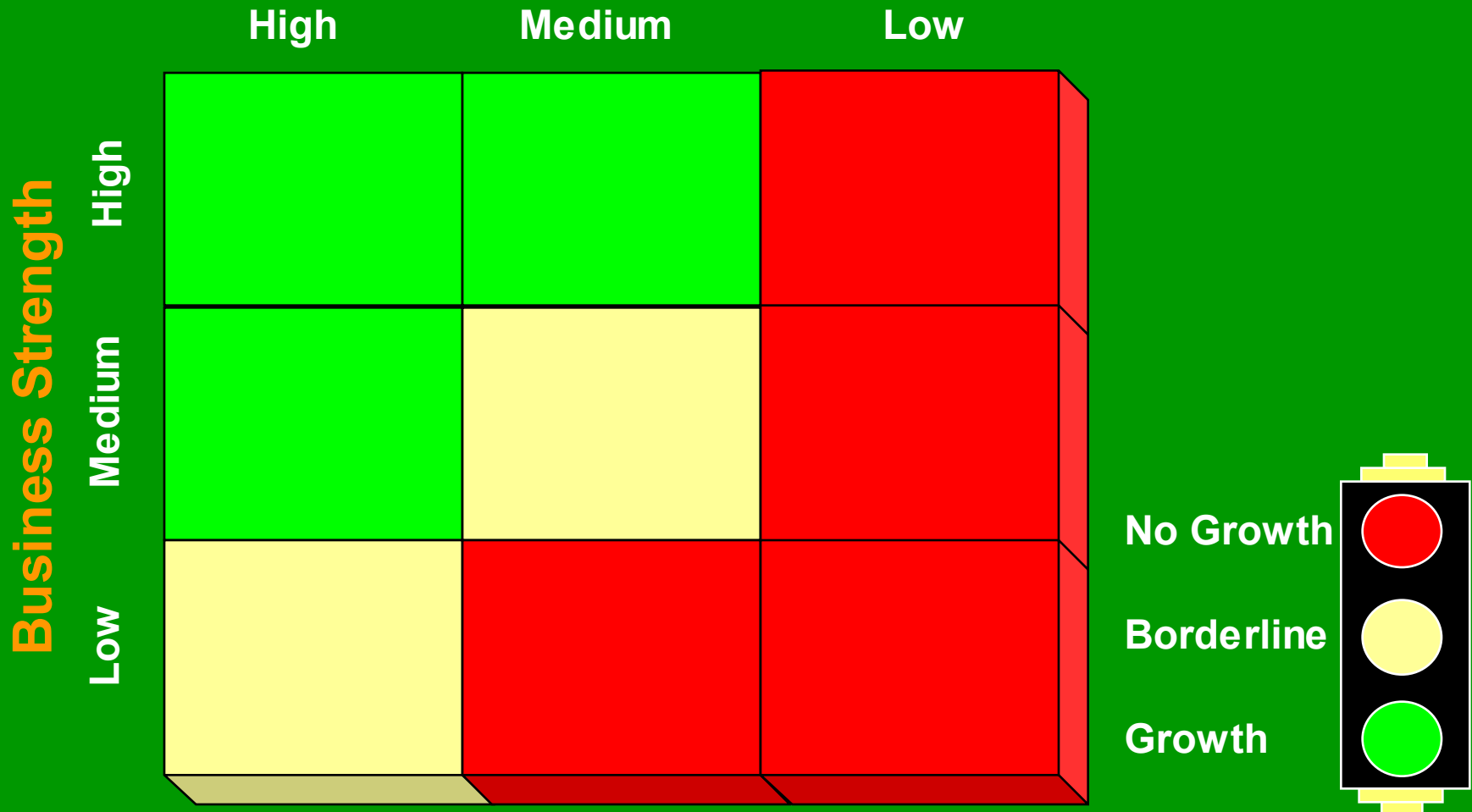
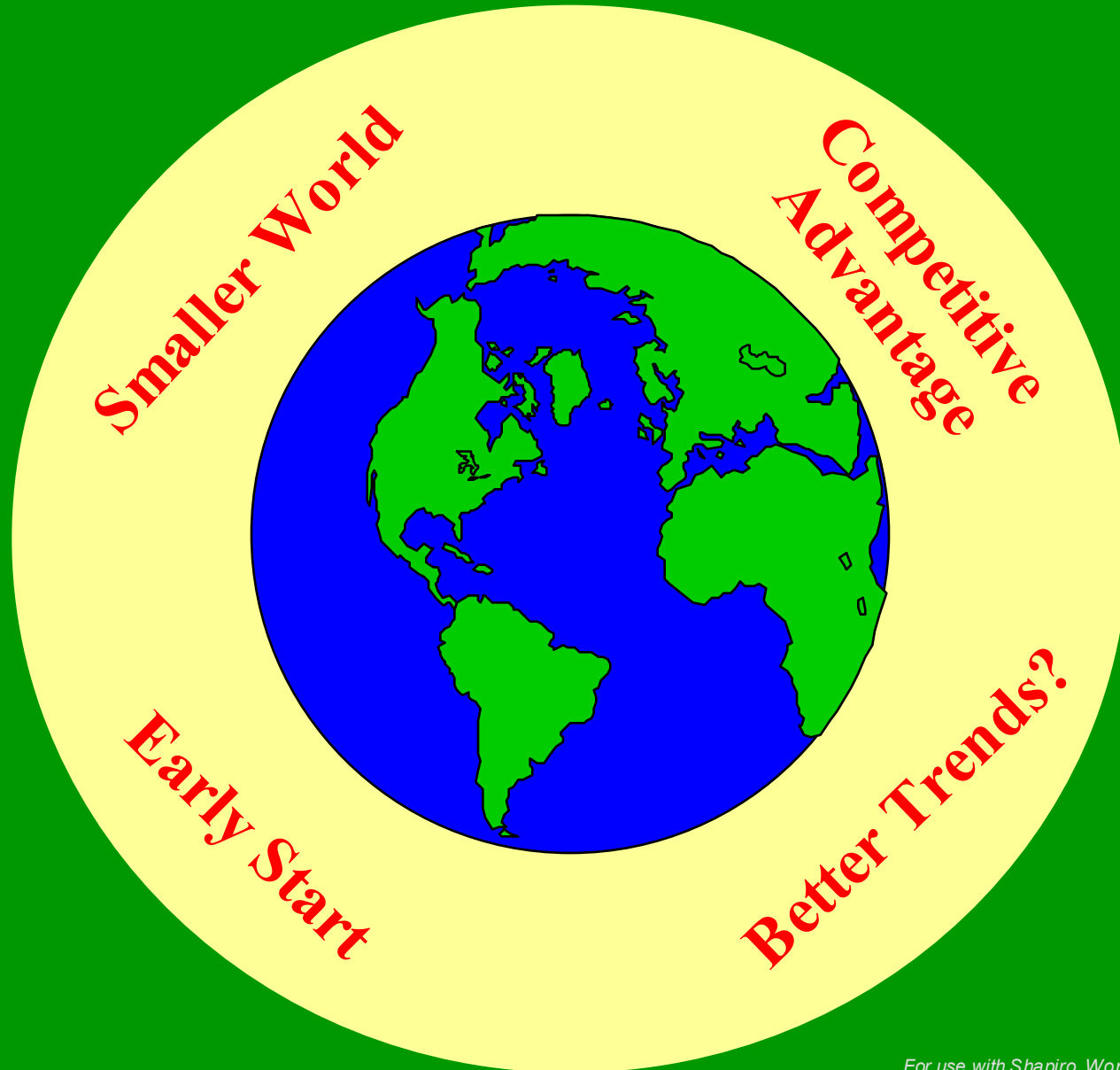


Exhibit 2-13

Considering International Opportunities



Continuum of Environmental Sensitivity



Insensitive

Sensitive

**Industrial
products**

**Basic
commodity-type
consumer
products**

**Consumer
products that
are linked to
cultural
variables**