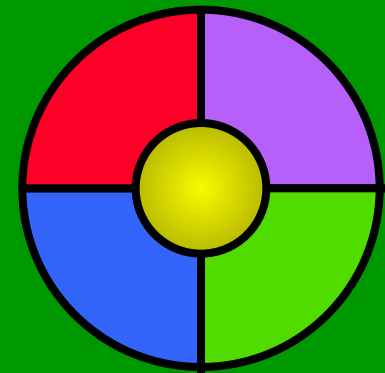


Chapter 20:

Implementing and Controlling Marketing Plans



Information Technology



**Faster
Feedback**

**Real-Time
Data Details**



**Relationship
Building**

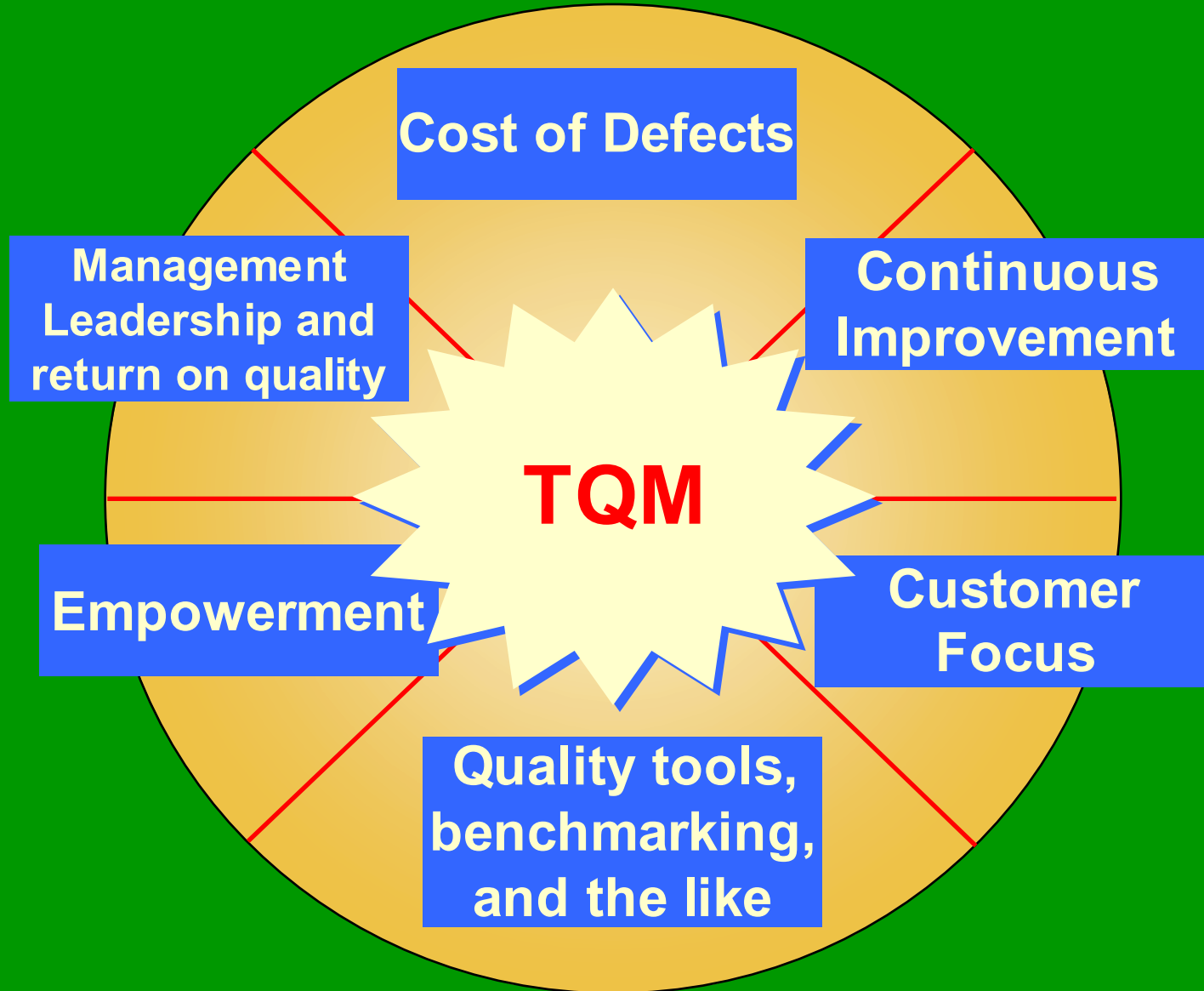
**Efficient
and
Effective**

Specific Implementation Problems



Marketing Mix Decision Area	Operational Problem	Implementation Approach
Product	Rapid product design Pretest different versions	Use 3-D CAD software PC graphics samples
Place	Inventory coordination Get input and cooperation	Bar code, EDI TV conference
Promotion	Quick TV ad distribution Answer questions	Satellite distribution Toll-free number
Price	Identify frequent users Determine impact of price sensitivity	Create “favourite” club Show unit price, vary by market and competition

Total Quality Management



Sales and Performance Analyses



Tools for Control

● Sales Analysis

● Performance Analysis

● Performance Index

Marketing Cost Analysis

