Module 7: Marketing & Communications

Marketing Plan

Field	Value
Reference Competitor	12
Pricing Strategy	wergh
Which Category Generates Most Income	sdfghj
Key Observation Around Pricing	sxdcfvgbnm,
Other Remarks	sxdcfvgbnm,

Integrated Marketing Activities

Store Format Type	Pricing Strategies	Rational	Other Strategy
Store Format A	High-Low	asdfghjk	N/A
Store Format B	High-Low	dxfcghbjkm	N/A

Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
A13	High-Low	N/A	asdfghjkl
A12	Others	azsxdfcvgbhnm	sdfghjk

Marketing Communications Strategy

Field	Value
Reference Competitor	zsfdsd
Ongoing Key Promotions	sdszzscdxc
Among Key Various Promotion	asdfgh

What Are The Same Key	asdfvg
Other Remark	szdfg

Promotional Calendar

Month	Category	Type of Promotion	Success Metric	Objective	Remarks
N/A	N/A	N/A	N/A	N/A	N/A

Promotion Competitor Analysis

Competitor Efforts	Top Promotion Types	Top Categories for Promotions	Spillover Categories
{'Rationale': 'qwert'}	{'Promotion1': '1', 'Promotion2': '1', 'Promotion3': '1', 'Rationale1': 'asdfg', 'Rationale2': 'asdfv', 'Rationale3': 'scdv'}	{'Category1': 'A13', 'Category2': 'A12', 'Category3': 'A14', 'Rationale1': 'asdf', 'Rationale2': 'asdv', 'Rationale3': 'sacd'}	N/A

Recovery of Promotional

Field	Value
Based Understanding	ASDFVC
What Percentage	1.0
What Category	zXCVB

Categories Under Promotions

Field	Value
On Which Category	{'Category1': 'A13', 'Category2': 'A14', 'Category3': 'A12', 'Rationale1': 'asdfv', 'Rationale2': 'axzcv', 'Rationale3': 'asdcv', 'EffectCategory1': 'A12', 'EffectCategory2': 'A13', 'EffectCategory3': 'A14'}

Customer Engagement

Field	Value
Promotions Submissions	N/A
Promotions Summarise	N/A

Competitor Loyalty

Field	Value
Reference Competitor	N/A
Do They Have Loyalty Program	Yes
Loyalty Program Type	N/A
Key Observations Loyalty	N/A
Is It Useful For Store	N/A
Want Loyalty Program	N/A
Describe Loyalty Program	N/A
Budget Allocated	100.0
Benefits of Loyalty Program	N/A
Perils of Loyalty Program	N/A
Difference From Competitor	N/A
Other Notes	123

Summary

Field	Value
Promotions Submissions	1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives, 1Books are powerful tools for learning, imagination, and personal growth. They introduce us to new ideas, cultures, and perspectives,q q q q qq q
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