

## Module 7: Marketing & Communications

### Marketing Plan

Field	Value
Reference Competitor	32432
Pricing Strategy	tedsfmsdf
Which Category Generates Most Income	tdfksldf,.v
Key Observation Around Pricing	jshdfjskd
Other Remarks	testing

### Integrated Marketing Activities

Store Format Type	Pricing Strategies	Rational	Other Strategy
Store Format A	Everyday Low Price	testing	N/A
Store Format B	Everyday Low Price	testing	N/A

### Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
N/A	N/A	N/A	N/A

### Marketing Communications Strategy

Field	Value
Reference Competitor	jkjk
Ongoing Key Promotions	testing
Among Key Various Promotion	ioddsfkj
What Are The Same Key	true

Other Remark	testing
--------------	---------

## 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': 'tdckjsdf'}	{'Promotion1': 'teasing', 'Promotion2': 'xcvmmxcv', 'Promotion3': 'xc cx cmxc', 'Rationale1': 'sdcjhsdc', 'Rationale2': ' xcmm nt', 'Rationale3': 'cvmxcmvxc'}	{'Category1': "", 'Category2': "", 'Category3': "", 'Rationale1': 'dsfsdf', 'Rationale2': 'sdfsdf', 'Rationale3': 'dsfsd'}	N/A

## Recovery of Promotional

Field	Value
Based Understanding	tedsfdsf
What Percentage	100.0
What Category	jaksdkjsa

## Categories Under Promotions

Field	Value
On Which Category	{'Category1': "", 'Category2': "", 'Category3': "", 'Rationale1': "", 'Rationale2': "", 'Rationale3': "", 'EffectCategory1': "", 'EffectCategory2': "", 'EffectCategory3': ""}

## 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	no

## Summary

Field	Value
Promotions Submissions	no
Promotions Summarise	no

Last Updated: 2026-01-02 20:19:23