

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
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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': 'sdcjhscd', '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

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