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Module 7: Marketing & Communications

Marketing Plan

Field	Value
Reference Competitor	gfg
Pricing Strategy	fgfg
Which Category Generates Most Income	fg
Key Observation Around Pricing	fgfg
Other Remarks	N/A

Integrated Marketing Activities

Store Format Type	Pricing Strategies	Rational	Other Strategy
Store Format A	High-Low	N/A	N/A
Store Format B	Everyday Low Price	fg	N/A

Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
category 1	Everyday Low Price	N/A	fg

Marketing Communications Strategy

Field	Value
Reference Competitor	gfg
Ongoing Key Promotions	fgfg
Among Key Various Promotion	fgfg
What Are The Same Key	fgfg

Other Remark	fgfg

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': ''}	{'Promotion1': '', 'Promotion2': '', 'Promotion3': '', 'Rationale1': '', 'Rationale2': '', 'Rationale3': ''}	{'Category1': '', 'Category2': '', 'Category3': '', 'Rationale1': '', 'Rationale2': '', 'Rationale3': ''}	N/A

Recovery of Promotional

Field	Value
Based Understanding	erer
What Percentage	0
What Category	N/A

Categories Under Promotions

Field	Value
On Which Category	{'Category1': 'category 3', 'Category2': 'category 1', 'Category3': '', 'Rationale1': '', 'Rationale2': '', 'Rationale3': '', 'EffectCategory1': 'category 4', 'EffectCategory2': 'category 5', '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	erre

Summary

Field	Value
Promotions Submissions	gdfg
Promotions Summarise	sd

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