

## Module 7: Marketing & Communications

### Marketing Plan

| Field                                | Value |
|--------------------------------------|-------|
| Reference Competitor                 | N/A   |
| Pricing Strategy                     | N/A   |
| Which Category Generates Most Income | N/A   |
| Key Observation Around Pricing       | N/A   |
| Other Remarks                        | N/A   |

### Integrated Marketing Activities

| Store Format Type | Pricing Strategies | Rational | Other Strategy |
|-------------------|--------------------|----------|----------------|
| N/A               | N/A                | N/A      | 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        | N/A   |
| Ongoing Key Promotions      | N/A   |
| Among Key Various Promotion | N/A   |
| What Are The Same Key       | N/A   |
| Other Remark                | N/A   |

## 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 |
|--------------------|---------------------|-------------------------------|----------------------|
| N/A                | N/A                 | N/A                           | N/A                  |

## Recovery of Promotional

| Field               | Value |
|---------------------|-------|
| Based Understanding | N/A   |
| What Percentage     | 0     |
| What Category       | N/A   |

## Categories Under Promotions

| Field             | Value |
|-------------------|-------|
| On Which Category | {}    |

## 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 | N/A   |
| 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            | 0   |
| Benefits of Loyalty Program | N/A |
| Perils of Loyalty Program   | N/A |
| Difference From Competitor  | N/A |
| Other Notes                 | N/A |

## Summary

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

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