

Module 7: Marketing & Communications

Marketing Plan

| Field | Value |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reference Competitor | testing for |
| Pricing Strategy | jdjdbf |
| Which Category Generates Most Income | Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg |
| Key Observation Around Pricing | Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg |
| Other Remarks | Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg |

Integrated Marketing Activities

| Store Format Type | Pricing Strategies | Rational | Other Strategy |
|-------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Store Format A | Everyday Low Price | Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg | N/A |
| Store Format B | Everyday Low Price | Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg | N/A |

Brand Journey

| | | | |
|----------|--------------------|----------------|-----------------------------------------------------------------|
| Category | Pricing Strategies | Other Strategy | Rational |
| A1Books | Others | testing format | Data foamr fcghjklmnjhsufjkc hregbr earhtkje hrklgjerk erhjt |

Marketing Communications Strategy

| Field | Value |
|-----------------------------|----------------|
| Reference Competitor | testing format |
| Ongoing Key Promotions | test |
| Among Key Various Promotion | datad! |
| What Are The Same Key | asdfgh |
| Other Remark | cmnvjkdf |

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': 'testing formt'} | {'Promotion1': '1', 'Promotion2': '1', 'Promotion3': '1', 'Rationale1': 'testing', 'Rationale2': 'testing', 'Rationale3': 'testing'} | {'Category1': 'A1Books', 'Category2': 'A2Books', 'Category3': '', 'Rationale1': 'testing', 'Rationale2': 'testing', 'Rationale3': 'testing'} | N/A |

Recovery of Promotional

| Field | Value |
|---------------------|---------|
| Based Understanding | testinf |
| What Percentage | 100.0 |
| What Category | sdfghjk |

Categories Under Promotions

| Field | Value |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| On Which Category | {'Category1': 'A2Books', 'Category2': 'A1Books', 'Category3': '', 'Rationale1': '', 'Rationale2': '', 'Rationale3': '', 'EffectCategory1': 'A1Books', 'EffectCategory2': 'A2Books', '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 | 1.0 |
| Benefits of Loyalty Program | N/A |
| Perils of Loyalty Program | N/A |
| Difference From Competitor | N/A |
| Other Notes | 1 |

Summary

| Field | Value |
|-------|-------|
|-------|-------|

| | |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Promotions Submissions | Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse |
| Promotions Summarise | Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtserd dfg awrtsertgdrtgf er tsrtgsrg srtgsrg ewrt sregsr er trtysrg Data foamr fcghjklmnjhsufjkc n hregbr earhtkje hrklgjerk erhjt klsejrgtse |