

Module 7: Marketing & Communications

Marketing Plan

Field	Value
Competitor ID	1
Reference Competitor	11
Pricing Strategy	11
Which Category Generates Most Income	11
Key Observation Around Pricing	11
Other Remarks	111
Group ID	2

Integrated Marketing Activities

Store ID	Store Format Type	Pricing Strategies	Rational	Other Strategy	Group ID
1	Store Format A	Everyday Low Price	1111	N/A	2
2	Store Format B	Everyday Low Price	11	N/A	2

Brand Journey

Category ID	Category	Pricing Strategies	Other Strategy	Rational	Group ID
1	test 1	Others	11	11	2

Marketing Communications Strategy

Field	Value
Define ID	1
Reference Competitor	11
Ongoing Key Promotions	11
Among Key Various Promotion	11
What Are The Same Key	11
Other Remark	11
Group ID	2

Promotional Calendar

Calendar ID	Month	Category	Type of Promotion	Success Metric	Objective	Remarks	Group ID
0	N/A	N/A	N/A	N/A	N/A	N/A	2

Promotion Competitor Analysis

Promotion ID	Competitor Efforts	Top Promotion Types	Top Categories for Promotions	Spillover Categories	Group ID
1	{'Rationale': '11'}	{'Promotion1': '11', 'Promotion2': '11', 'Promotion3': '11', 'Rationale1': '11', 'Rationale2': '11', 'Rationale3': '11'}	{'Category1': 'test 1', 'Category2': 'test 2', 'Category3': 'test 3', 'Rationale1': '11', 'Rationale2': '11', 'Rationale3': '11'}	N/A	2

Recovery of Promotional

Field	Value
Recovery ID	1
Based Understanding	11
What Percentage	11.0
What Category	11
Group ID	2

Categories Under Promotions

Field	Value
Categories ID	1
On Which Category	{'Category1': 'test 1', 'Category2': 'test 2', 'Category3': 'test 3', 'Rationale1': '11', 'Rationale2': '11', 'Rationale3': '11', 'EffectCategory1': 'test 2', 'EffectCategory2': 'test 3', 'EffectCategory3': 'test 1'}
Group ID	2

Customer Engagement

Field	Value
Customer ID	1
Promotions Submissions	N/A
Promotions Summarise	N/A
Group ID	2

Competitor Loyalty

Field	Value
Competitor ID	1
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	1
Group ID	2

Summary

Field	Value
Summary ID	1
Promotions Submissions	22
Promotions Summarise	22
Group ID	2

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