

## Module 7: Marketing & Communications

### Marketing Plan

Field	Value
Reference Competitor	1w
Pricing Strategy	N/A
Which Category Generates Most Income	1
Key Observation Around Pricing	1
Other Remarks	N/A

### Integrated Marketing Activities

Store Format Type	Pricing Strategies	Rational	Other Strategy
Store Format A	Everyday Low Price	1	N/A
Store Format B	Everyday Low Price	1	N/A

### Brand Journey

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

### 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	q
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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': 'qq'}	{'Promotion1': 'q', 'Promotion2': 'q', 'Promotion3': 'q', 'Rationale1': 'q', 'Rationale2': 'q', 'Rationale3': 'q'}	{'Category1': 'value 1', 'Category2': 'value 2', 'Category3': 'value 3', 'Rationale1': 'q', 'Rationale2': 'q', 'Rationale3': 'q'}	N/A

## Recovery of Promotional

Field	Value
Based Understanding	N/A
What Percentage	1.0
What Category	N/A

## Categories Under Promotions

Field	Value
On Which Category	{'Category1': 'value 1', 'Category2': 'value 2', 'Category3': 'value 3', 'Rationale1': 'q', 'Rationale2': 'q', 'Rationale3': 'q', 'EffectCategory1': 'value 2', 'EffectCategory2': 'value 1', 'EffectCategory3': 'value 4'}

## 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	1

## Summary

Field	Value
Promotions Submissions	1
Promotions Summarise	1

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