

## Module 7: Marketing & Communications

### Marketing Plan

Field	Value
Reference Competitor	90
Pricing Strategy	12
Which Category Generates Most Income	yu
Key Observation Around Pricing	yh
Other Remarks	ty

### Integrated Marketing Activities

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

### Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
CAT 1	High-Low	N/A	gh
CAT 4	High-Low	N/A	bn
CAT 7	Others	dff	df

### Marketing Communications Strategy

Field	Value
Reference Competitor	89
Ongoing Key Promotions	90

Among Key Various Promotion	ghj
What Are The Same Key	ghjk
Other Remark	gjk

## 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': 'hjk'}	{'Promotion1': 'hjk', 'Promotion2': 'ghj', 'Promotion3': 'fghj', 'Rationale1': 'hjk', 'Rationale2': 'ghj', 'Rationale3': 'vbn'}	{'Category1': 'CAT 2', 'Category2': 'CAT 1', 'Category3': 'CAT 5', 'Rationale1': 'd', 'Rationale2': 's', 'Rationale3': 'a'}	N/A

## Recovery of Promotional

Field	Value
Based Understanding	as
What Percentage	88.0
What Category	uu

## Categories Under Promotions

Field	Value
On Which Category	{'Category1': 'CAT 3', 'Category2': 'CAT 5', 'Category3': 'CAT 4', 'Rationale1': 'df', 'Rationale2': 'as', 'Rationale3': 'as', 'EffectCategory1': 'CAT 2', 'EffectCategory2': 'CAT 3', 'EffectCategory3': 'CAT 5'}

## Customer Engagement

Field	Value
Promotions Submissions	N/A

Promotions Summarise	N/A
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## Competitor Loyalty

Field	Value
Reference Competitor	N/A
Do They Have Loyalty Program	No
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	mk

## Summary

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

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