

Module 7: Marketing & Communications

Marketing Plan

Field	Value
Competitor ID	2
Reference Competitor	l
Pricing Strategy	90
Which Category Generates Most Income	fghj
Key Observation Around Pricing	fghj
Other Remarks	mkl
Group ID	3

Integrated Marketing Activities

Store ID	Store Format Type	Pricing Strategies	Rational	Other Strategy	Group ID
3	Store Format A	Everyday Low Price	ghjk	N/A	3
4	Store Format B	High-Low	fghjk	N/A	3

Brand Journey

Category ID	Category	Pricing Strategies	Other Strategy	Rational	Group ID
2	cat 1	Everyday Low Price	N/A	ghjkk	3

Marketing Communications Strategy

Field	Value
Define ID	2
Reference Competitor	rty
Ongoing Key Promotions	1
Among Key Various Promotion	ujn
What Are The Same Key	mm
Other Remark	jk
Group ID	3

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	3

Promotion Competitor Analysis

Promotion ID	Competitor Efforts	Top Promotion Types	Top Categories for Promotions	Spillover Categories	Group ID
2	{'Rationale': 'fghjk'}	{'Promotion1': '6627', 'Promotion2': '789', 'Promotion3': 'fghjk', 'Rationale1': 'dfghj', 'Rationale2': 'fghj', 'Rationale3': 'dfghj'}	{'Category1': 'BOOKS', 'Category2': 'FOOTWEAR', 'Category3': 'BOOKS', 'Rationale1': 'drty', 'Rationale2': 'dfgh', 'Rationale3': 'ertyu'}	N/A	3

Recovery of Promotional

Field	Value
Recovery ID	3
Based Understanding	cvbn
What Percentage	900.0
What Category	fghj
Group ID	3

Categories Under Promotions

Field	Value
Categories ID	2
On Which Category	{'Category1': 'BOOKS', 'Category2': 'FOOTWEAR', 'Category3': 'FOOTWEAR', 'Rationale1': 'sdfg', 'Rationale2': 'ghj', 'Rationale3': 'dfghj', 'EffectCategory1': 'FOOTWEAR', 'EffectCategory2': 'BOOKS', 'EffectCategory3': 'FOOTWEAR'}
Group ID	3

Customer Engagement

Field	Value
Customer ID	2
Promotions Submissions	N/A
Promotions Summarise	N/A
Group ID	3

Competitor Loyalty

Field	Value
Competitor ID	2
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	N/A
Group ID	3

Summary

Field	Value
Summary ID	2
Promotions Submissions	N/A
Promotions Summarise	N/A
Group ID	3

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