

Module 7: Marketing & Communications

Marketing Plan

Field	Value
Reference Competitor	fdgfh
Pricing Strategy	sdf
Which Category Generates Most Income	vcccb
Key Observation Around Pricing	dfgh
Other Remarks	N/A

Integrated Marketing Activities

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

Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
cat 5	Everyday Low Price	N/A	xcvbn
N/A	N/A	N/A	N/A

Marketing Communications Strategy

Field	Value
Reference Competitor	er
Ongoing Key Promotions	er
Among Key Various Promotion	dfgg

What Are The Same Key	dfghjk
Other Remark	N/A

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': 'fghjk'}	{'Promotion1': 'sdf', 'Promotion2': 'sddf', 'Promotion3': 'yhth', 'Rationale1': 'ds', 'Rationale2': 'trt', 'Rationale3': 'nh'}	{'Category1': 'cat 13', 'Category2': 'cat 15', 'Category3': 'cat 10', 'Rationale1': 'dfg', 'Rationale2': 'rg', 'Rationale3': 'bv'}	N/A

Recovery of Promotional

Field	Value
Based Understanding	Zxc
What Percentage	34.0
What Category	sdfg

Categories Under Promotions

Field	Value
On Which Category	{'Category1': 'cat 15', 'Category2': 'cat 13', 'Category3': 'cat 18', 'Rationale1': '', 'Rationale2': '', 'Rationale3': '', 'EffectCategory1': 'cat 9', 'EffectCategory2': 'cat 4', 'EffectCategory3': 'cat 1'}

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	90.0
Benefits of Loyalty Program	N/A
Perils of Loyalty Program	N/A
Difference From Competitor	N/A
Other Notes	bnm

Summary

Field	Value
Promotions Submissions	xcvbnm
Promotions Summarise	fghjk

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