

Module 7: Marketing & Communications

Marketing Plan

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

Integrated Marketing Activities

Store Format Type	Pricing Strategies	Rational	Other Strategy
N/A	N/A	N/A	N/A

Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
N/A	N/A	N/A	N/A

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	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
N/A	N/A	N/A	N/A

Recovery of Promotional

Field	Value
Based Understanding	N/A
What Percentage	0
What Category	N/A

Categories Under Promotions

Field	Value
On Which Category	{}

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	N/A

Summary

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

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