

Module 7: Marketing & Communications

Marketing Plan

| Field | Value |
|--------------------------------------|----------|
| Reference Competitor | uiewqou |
| Pricing Strategy | sddsfsd |
| Which Category Generates Most Income | tedfsdf |
| Key Observation Around Pricing | testing |
| Other Remarks | sadasdas |

Integrated Marketing Activities

| Store Format Type | Pricing Strategies | Rational | Other Strategy |
|-------------------|--------------------|----------|----------------|
| Store Format A | Everyday Low Price | testing | N/A |
| Store Format B | High-Low | testing | 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 | ewewrw |
| Ongoing Key Promotions | efwerwr |
| Among Key Various Promotion | trsing |
| What Are The Same Key | testing |

| | |
|--------------|---------|
| Other Remark | testing |
|--------------|---------|

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': 'testubf'} | {'Promotion1': 'dsadas', 'Promotion2': 'asdas', 'Promotion3': 'sadas', 'Rationale1': 'wqeqw', 'Rationale2': 'sadas', 'Rationale3': 'asdasd'} | {'Category1': '', 'Category2': '', 'Category3': '', 'Rationale1': 'sadasd', 'Rationale2': 'asdas', 'Rationale3': 'sadasd'} | N/A |

Recovery of Promotional

| Field | Value |
|---------------------|---------|
| Based Understanding | testing |
| What Percentage | 100.0 |
| What Category | tet |

Categories Under Promotions

| Field | Value |
|-------------------|--|
| On Which Category | {'Category1': '', 'Category2': '', 'Category3': '', 'Rationale1': 'sadasd', 'Rationale2': 'asdasd', 'Rationale3': 'asdasdas', 'EffectCategory1': '', 'EffectCategory2': '', 'EffectCategory3': ''} |

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 | 100.0 |
| Benefits of Loyalty Program | N/A |
| Perils of Loyalty Program | N/A |
| Difference From Competitor | N/A |
| Other Notes | dsfdfsfd |

Summary

| Field | Value |
|------------------------|---------|
| Promotions Submissions | testing |
| Promotions Summarise | testing |

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