

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
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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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