

Module 7: Marketing & Communications

Marketing Plan

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

Integrated Marketing Activities

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

Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
category 1	Everyday Low Price	N/A	fg

Marketing Communications Strategy

Field	Value
Reference Competitor	gfg
Ongoing Key Promotions	fgfg
Among Key Various Promotion	fgfg
What Are The Same Key	fgfg

Other Remark	fgfg
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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': ''}	{'Promotion1': '', 'Promotion2': '', 'Promotion3': '', 'Rationale1': '', 'Rationale2': '', 'Rationale3': ''}	{'Category1': '', 'Category2': '', 'Category3': '', 'Rationale1': '', 'Rationale2': '', 'Rationale3': ''}	N/A

Recovery of Promotional

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

Categories Under Promotions

Field	Value
On Which Category	{'Category1': 'category 3', 'Category2': 'category 1', 'Category3': '', 'Rationale1': '', 'Rationale2': '', 'Rationale3': '', 'EffectCategory1': 'category 4', 'EffectCategory2': 'category 5', '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	erre

Summary

Field	Value
Promotions Submissions	gdfg
Promotions Summarise	sd

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