

● **SESSION 4: DEVELOPING YOUR MARKETING PLAN**



(Total time: 1 hour and 40 min)



A marketing plan sets out your business strategy to make the goods and services attractive to potential customers. You develop a marketing plan one step at a time by making decisions about the strategies you will adopt in different areas of your business. These decision areas are known as the **4 P's**:

- **P -> Product:** what goods or services you are going to sell to your customers
- **P -> Place:** how and where you are going to reach your customers
- **P -> Promotion:** how you inform your customers about your goods or services and how you attract your customers
- **P -> Price:** how much you will charge your customers for your goods or services.

In this session we will learn about Product, Place, and Promotion. We will learn about Price in another session.

○ **Activity 4A: Define characteristics of your product**



(25 min)



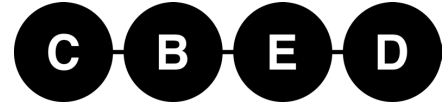
We will start our marketing plan by defining the specific features of our goods or services and describing what makes them special, or different from the competition **(2 min)**.



- 1) Listen to the group reader read Miss Koodo's product plan and discuss how the plan would be different if Miss Koodo's business provided a service instead of a good **(5 min)**
- 2) Recreate Table #1: Product Marketing Plan Template on a piece of flipchart paper. If flipchart paper is not available, group members can work in the Training manual **(3 min)**
- 3) As a group, complete a Product marketing plan for your goods or services. You can describe 1 - 3 different products but each should be described in a separate planning table, which you will need to recreate in a separate piece of paper **(15 min)**

**Sample Table: Miss Koodo's Product Marketing Plan**

<b>Product (goods or service)</b>	Bread loaves
<b>Quality</b>	Fresh homemade bread with a crunchy crust



<b>Color</b>	White bread with a dark crust
<b>Size</b>	Medium sized loaf (12 slices)
<b>Packaging</b>	Clear plastic bag
<b>How product will differ from competition?</b>	My bread is homemade and will be freshly baked each day

**Table 4.1: Your Product Marketing Plan Template**

<b>Product (goods or service)</b>	
<b>Quality</b>	
<b>Color</b>	
<b>Size</b>	
<b>Packaging</b>	
<b>How product will differ from competition?</b>	



○ Activity 4B: Selecting Your Place



The next step of your marketing plan is to decide where your business will be located. Having the right location, or Place, can be the difference between success and failure but how important location is really depends on the type of business you plan, the equipment, supplies, and resources you need, as well as where your customers are.

The types of location entrepreneurs can consider for place include:

- Home-based: a combined living/working space
- Retail or commercial: this can include any fixed site specifically designated for business operations such as office buildings, shopping malls, market stalls, or warehouses.
- Mobile: if you have a product or a service that you deliver to your customer your ideal location may be a cart, a tuk-tuk, or a truck
- Industrial: if your business involves manufacturing or heavy production there may be designated areas accommodate the specific needs of such businesses

Selecting your location is a long-term decision and can be expensive to change once the business is operating. Workplace safety is also an important consideration when making your decision. It is important to identify potential safety hazards and take actions to reduce the risk of those hazards where possible.



- 1) The group read through the location plan for Miss Koodo's location. As you review the plan discuss together if group members agree with her choice and anything you would do differently if you were her **(5 min)**
- 2) Next, work in pairs to complete a location plan for your own businesses **(10 min)**
- 3) Reform into a group and take turns sharing your location plan with the group. Group members should offer helpful comments and suggestions on each plan presented before moving on to the next step **(10 min)**
- 4) Before moving on to the next section, have a brief discussion in your group about the different location types entrepreneurs can choose from and which are more common in your community. What are the strengths and opportunities of these different types and how are they related to workplace safety? **(5 min)**

Sample Table: Location Plan for Miss Koodo’s Business Place

<b>Location of business</b>	I will rent out a portion of my aunt’s food stall at the local market
<b>Type of location</b>	Retail/commercial space (a market stall)
<b>Status</b>	Rented <input checked="" type="checkbox"/>
	Owned by me <input type="checkbox"/>
	To be constructed <input type="checkbox"/>
	Other (please specify) <input type="checkbox"/>
<b>I chose this location because</b>	It is conveniently located where all of my customers go to buy food
<b>Location advantages</b>	Location will be cheaper because I am renting space from my aunt
<b>Location disadvantages</b>	My food stall is at the back of the market; not many customers walking by
<b>Workplace safety - Potential threats or hazards</b>	No fire extinguishers or equipment provided. Crowded space with poor air ventilation. Gets very hot
<b>Monthly cost of this location are</b>	USD \$30 rent
<b>These costs include</b>	Rent only

**Table 4.2: Your Location Plan**

<b>Location of business</b>	
<b>Type of location</b>	
<b>Status</b>	Rented
	Owned by me
	To be constructed
	Other (please specify)
<b>I chose this location because</b>	
<b>Location advantages</b>	
<b>Location disadvantages</b>	
<b>Workplace safety - Potential threats or hazards</b>	
<b>Monthly cost of this location are</b>	
<b>These costs include</b>	

○ Activity 4C: Promoting Your Business



In this activity we will learn how to develop a plan to attract customer by promoting our business and products. Many of us will already have some ideas about advertising but it is important to remember that advertising is just one way we can promote our business.

**Advertising** is giving information to your customers to make them more interested in buying your goods or services. It often focuses on features of your product that are different or better than your competitions.

**Sales strategy** is more concerned with the things you can do to encourage customers to buy, or buy more of, your product when they come to your business.

When brainstorming ideas for your promotion plan it is important to consider your costs and to remember that you do not have to do both or either. The most important thing is to decide on a plan that will result in increased profit or sales. These plans may be short term, such as a few hours or days, or long term lasting for weeks, months or even years.



- 1) The group read through the promotion plan for Miss Koodo’s business. As you review the plan discuss if you agree with her choices and anything you would do differently if you were her **(5 min)**
- 2) Work together to complete Table#4 with different methods for advertising and sales promotion that group members know about and have experienced. The examples from Miss Koodo’s business have already been included. As you capture these ideas try to include both methods that are common in your community as well as new and creative ideas **(5 min)**
- 3) Next, work in pairs to create a promotion plan for your own business. You can use Table #5 to capture your plan **(15 min)**
- 4) Reform into a group and take turns sharing your promotion plan with the group. Group members should offer helpful comments and suggestions on each plan presented before moving on to the next step **(10 min)**

Sample Table: Promotion Plan for Miss Koodo

Advertising plan		
Method	Details	Timeframe
Sign in front of market stall	Put up sign in front of market stall advertising the business name and different breads sold	Permanent
Business card	Create a business card with my name and contact information on it to hand to customers when they are interested in the bakery or when they purchase an item	Always have business cards available
Contact information on product label	Print my phone number on product label of bread	Always have labels on products
Sales plan		
Strategy	Details	Timeframe
Buy 3 loaves and get the 4 <sup>th</sup> at 50% off	If customers buy 3 loaves of bread, they will receive the 4 <sup>th</sup> loaf at 50% of the price	Once a week

Sample Table: Types of Advertising Methods and Sales Promotion

Advertising methods	Sales promotion
Signs Business cards Product labels	Buy one get one free



**Table 4.3: Promotion Plan for Your Business**

Advertising plan		
Method	Details	Timeframe

Sales plan		
Strategy	Details	Timeframe

**Table 4.4: Types of Advertising Methods and Sales Promotion**

Advertising methods	Sales promotion



In this session we have learned how to develop a business's Product, Place, and Promotion plans. The final part of a marketing plan will be to develop the businesses Pricing plan. This is one of the most important parts of a business plan and involves calculating the costs of your business.