

# House Rules

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1. Please be on time for each session.
2. Keep video on all the time.
3. Mute audio device during the course to avoid unnecessary background sound.
4. Unmute the audio for participation in the questions & answer sessions.
5. Raise your hand if you have an immediate question or comment.
6. Prepare to be called on by name.

# Note from Trainer

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1. Identify yourself by renaming accordingly in zoom Name|Company|Designation|Contact
2. There will be mini breaks throughout the session to help with focus. Please do come back to the training on time.
3. It will be best to be fully present for the training to get the most out of the 3 hours together
4. Have fun!

# Sales & Marketing EC Global

15<sup>th</sup> May 2022



# Activation

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- What is your #1 personal productivity tip? (*getting the real work done and feeling good about it at the end of the day*)
- <https://www.forbes.com/sites/ilyapozin/2013/08/14/9-habits-of-productive-people/?sh=14d9bdb32d3f>

# Roadmap for today's session

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# 1. Selecting Target Market For Your Business



# What is a Target Market

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## What is a Target Market?

A target market is a segment of potential customers who are more likely to buy a product or service from you.

# What is a Target Market

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## What is Target Marketing?

Market targeting means the process of evaluating the attractiveness of each market segment and selecting one or more segments to enter.





# Why Select A Target Market

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- Marketers are not interested in the entire population of potential consumers for a product or service
- They are concerned with the most commercially attractive sector
- The key objective is to focus marketing efforts and resources on this target market



# How to Select A Target Markets...Choosing Customers to Serve

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## Market Segmentation

1. Identify potential target segments



## Market Targeting

3. Evaluate the attractiveness of each segment  
4. Select the target segment(s)

# Example of Market Segments



## WOMEN

I dine out to indulge myself

3.4 meals away from home per week

I order a side salad

A pretzel or coffee are snacks

I like to customize entrées

I want more healthful menu options

I consider price in picking a restaurant

## MEN

Restaurant choices reflect my social status

4.1 meals away from home per week

I order a side dish

Pizza or hot dogs are snacks

I like self-pay technology

I stick with familiar restaurants

I'll order the same foods I eat at home



# Example of Market Segment



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Consumer insight

Hong Kong ICI Paints  
Women play a key role in the  
purchase of house paints

Target market

Campaign - target women  
*"best make up for your walls"*

paint, like make up, is smooth, water  
resistant, has long-lasting color

Key message  
that  
resonates

# 3.2 Market Segments & Target Market...

## Market Segmentation

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### Geographic Segmentation

- ❖ nations, cities or neighborhoods

### Geographic

Region	Municipalities, Provinces, Special Administrative Regions, etc. (China)
City or metro size	Under 5,000; 5,000–19,000; 20,000–49,000; 50,000–99,000; 100,000–249,000; 250,000–499,000; 500,000–999,000; 1,000,000–3,999,000; 4,000,000 or over
Density	Urban, suburban, rural
Climate	Tropical; subtropical; temperate

## 3.2 Market Segments & Target markets...

### Market Segmentation

#### Demographic

Age	Under 6, 6–11, 12–19, 20–34, 35–49, 50–64, 65+
Family size	1-2, 3-4, 5+
Family life cycle	Nuclear; small extended; large extended
Gender	Male, female
Annual Income	Under \$5,000, \$5000-9,000; \$10,000–\$14,000; \$15,000–\$19,000; \$20,000–\$29,000; \$30,000–\$49,000; \$50,000–\$99,000; \$100,000 and over
Occupation	Professionals, managers, executives, and businesspeople (PMEBs); craftspeople; forepersons; operatives; farmers; retired; students; homemakers; unemployed
Education	None; elementary education; secondary education; diploma level; undergraduate; postgraduate
Religion	Buddhist; Catholic; Hindu; Muslim; Protestant; Taoist; other; none
Race	Mongolian, Manchu, Tartar, Zhuang, Hui, Tibetan, Miao, Yi, etc. (China)
Nationality	Chinese; Indian; Indonesian; Japanese; Malaysian; Filipino; Korean; Vietnamese; Singaporean; Thai; other
Social class	Lower lowers, upper lowers, working class, middle class, upper middles, lower uppers, upper uppers

## 3.2 Market Segments & Target Markets...

### Market Segmentation

#### Psychographic

Lifestyle	Culture-oriented, sports-oriented, outdoor-oriented
Personality	Compulsive, gregarious, authoritarian, ambitious

#### Behavioral

Occasions	Regular occasion, special occasion
Benefits	Quality, service, economy, speed
User status	Nonuser, ex-user, potential user, first-time user, regular user
Usage rate	Light user, medium user, heavy user
Loyalty status	None, medium, strong, absolute
Readiness stage	Unaware, aware, informed, interested, desirous, intending to buy
Attitude toward product	Enthusiastic, positive, indifferent, negative, hostile

# How to Select A Target Markets...Choosing Customers to Serve

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## Market Segmentation

1. Identify potential target segments



## Market Targeting

3. Evaluate the attractiveness of each segment  
4. Select the target segment(s)



# Positioning for Your Target Market

Company & Product	Target Customers	Benefits	Price	Value Proposition
<b>Volvo</b> Station wagon	Safety-conscious "upscale" families	Durability & safety	<b>20 %</b> premium	Safest most durable wagon your family can ride



**EMERGENCY NUMBERS**

Emergency Hotline  
**MERALCO**  
 National Disaster Coordinating Council  
 Red Cross

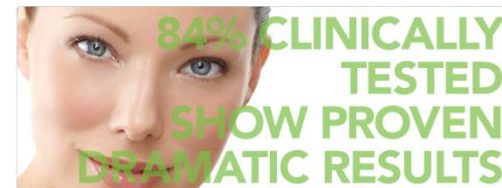
117 or 112  
 16211  
 (02) 915668, 9122665  
 143 or 5270000

# Positioning For Your Target Market

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## Positioning

“a reason why target market should buy product”

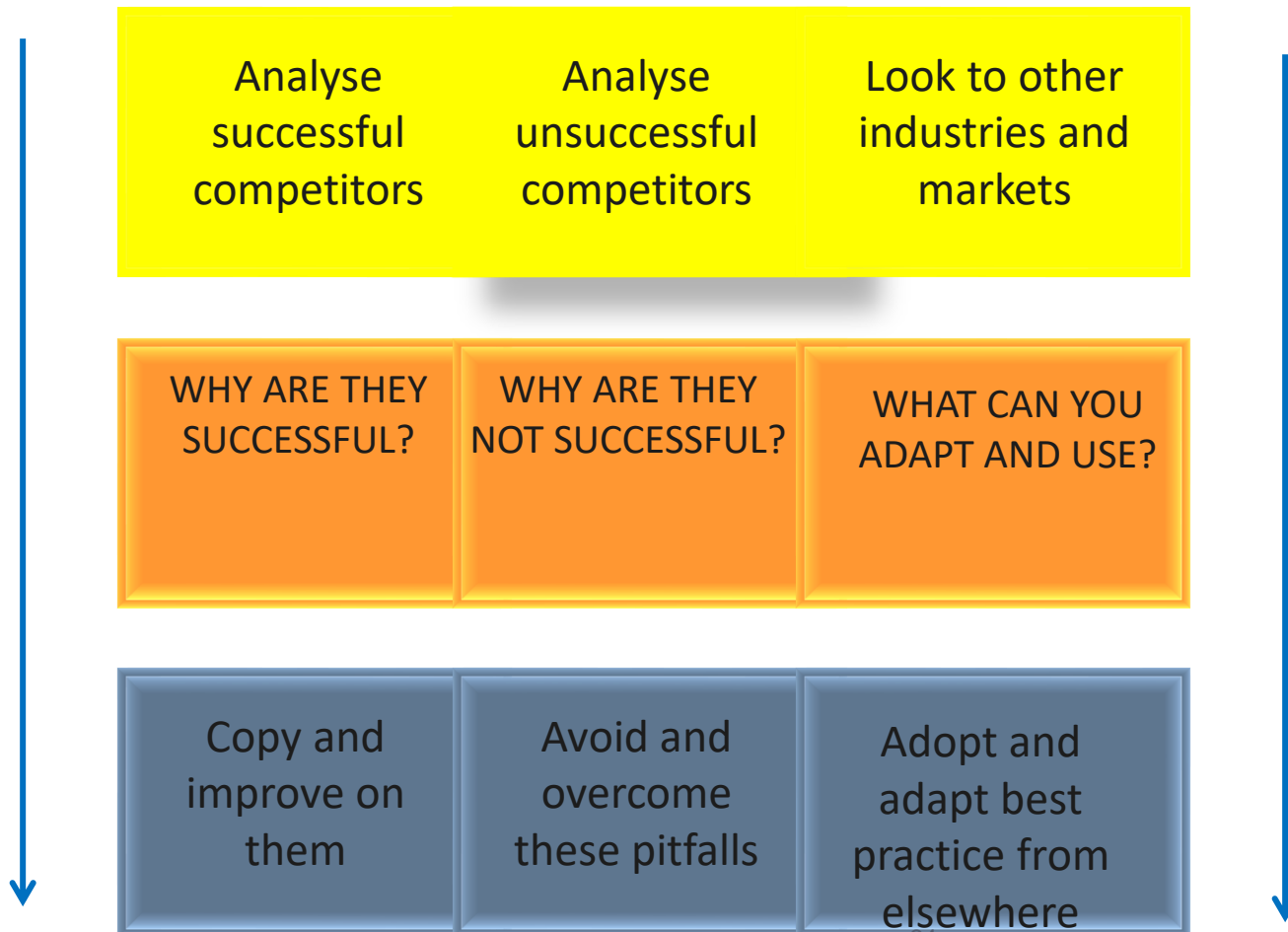


## 2. Competitive Analysis



# Competitive Analysis

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# Competitive Analysis

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## 3. SWOT Analysis

Strength, Weakness, Opportunity, Threats



# SWOT Analysis

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- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such as intellectual property, capital, proprietary technologies etc.

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition

- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services
- Press/media coverage of your company

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company

	Performance			Importance				
	Major Strength	Minor Strength	Neutral	Minor Weakness	Major Weakness	Hi	Med	Low
<b>Marketing</b>								
1. Company reputation	_____	_____	_____	_____	_____	_____	_____	_____
2. Market share	_____	_____	_____	_____	_____	_____	_____	_____
3. Customer satisfaction	_____	_____	_____	_____	_____	_____	_____	_____
4. Customer retention	_____	_____	_____	_____	_____	_____	_____	_____
5. Product quality	_____	_____	_____	_____	_____	_____	_____	_____
6. Service quality	_____	_____	_____	_____	_____	_____	_____	_____
7. Pricing effectiveness	_____	_____	_____	_____	_____	_____	_____	_____
8. Distribution effectiveness	_____	_____	_____	_____	_____	_____	_____	_____
9. Promotion effectiveness	_____	_____	_____	_____	_____	_____	_____	_____
10. Sales force effectiveness	_____	_____	_____	_____	_____	_____	_____	_____
11. Innovation effectiveness	_____	_____	_____	_____	_____	_____	_____	_____
12. Geographical coverage	_____	_____	_____	_____	_____	_____	_____	_____
<b>Finance</b>								
13. Cost or availability of capital	_____	_____	_____	_____	_____	_____	_____	_____
14. Cash flow	_____	_____	_____	_____	_____	_____	_____	_____
15. Financial stability	_____	_____	_____	_____	_____	_____	_____	_____
<b>Manufacturing</b>								
16. Facilities	_____	_____	_____	_____	_____	_____	_____	_____
17. Economies of scale	_____	_____	_____	_____	_____	_____	_____	_____
18. Capacity	_____	_____	_____	_____	_____	_____	_____	_____
19. Able, dedicated workforce	_____	_____	_____	_____	_____	_____	_____	_____
20. Ability to produce on time	_____	_____	_____	_____	_____	_____	_____	_____
21. Technical manufacturing skill	_____	_____	_____	_____	_____	_____	_____	_____
<b>Organization</b>								
22. Visionary, capable leadership	_____	_____	_____	_____	_____	_____	_____	_____
23. Dedicated employees	_____	_____	_____	_____	_____	_____	_____	_____
24. Entrepreneurial orientation	_____	_____	_____	_____	_____	_____	_____	_____
25. Flexible or responsive	_____	_____	_____	_____	_____	_____	_____	_____



# 4. Value Proposition

Sharon Lee

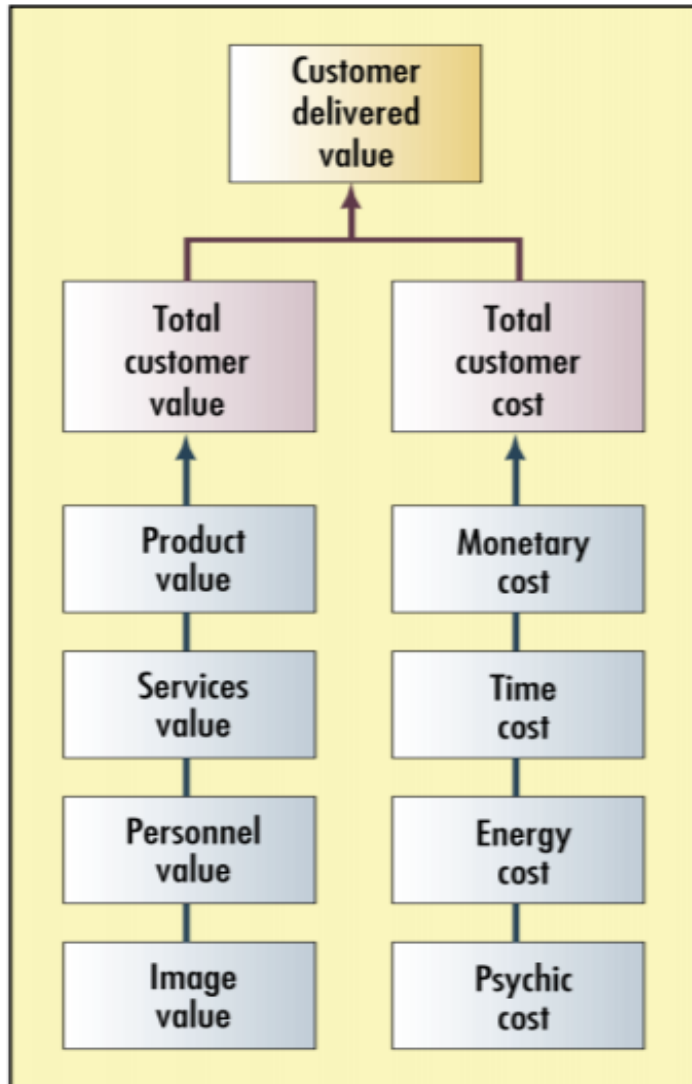
A decorative footer consisting of two horizontal bars. The left bar is pink and the right bar is green. The text 'Sharon Lee' is centered above the green bar.

# CORE CONCEPT 3

## DELIVERING VALUE



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a. Customer Cost &  
b. Customer Value  
you hope to  
experience in the  
following scenario

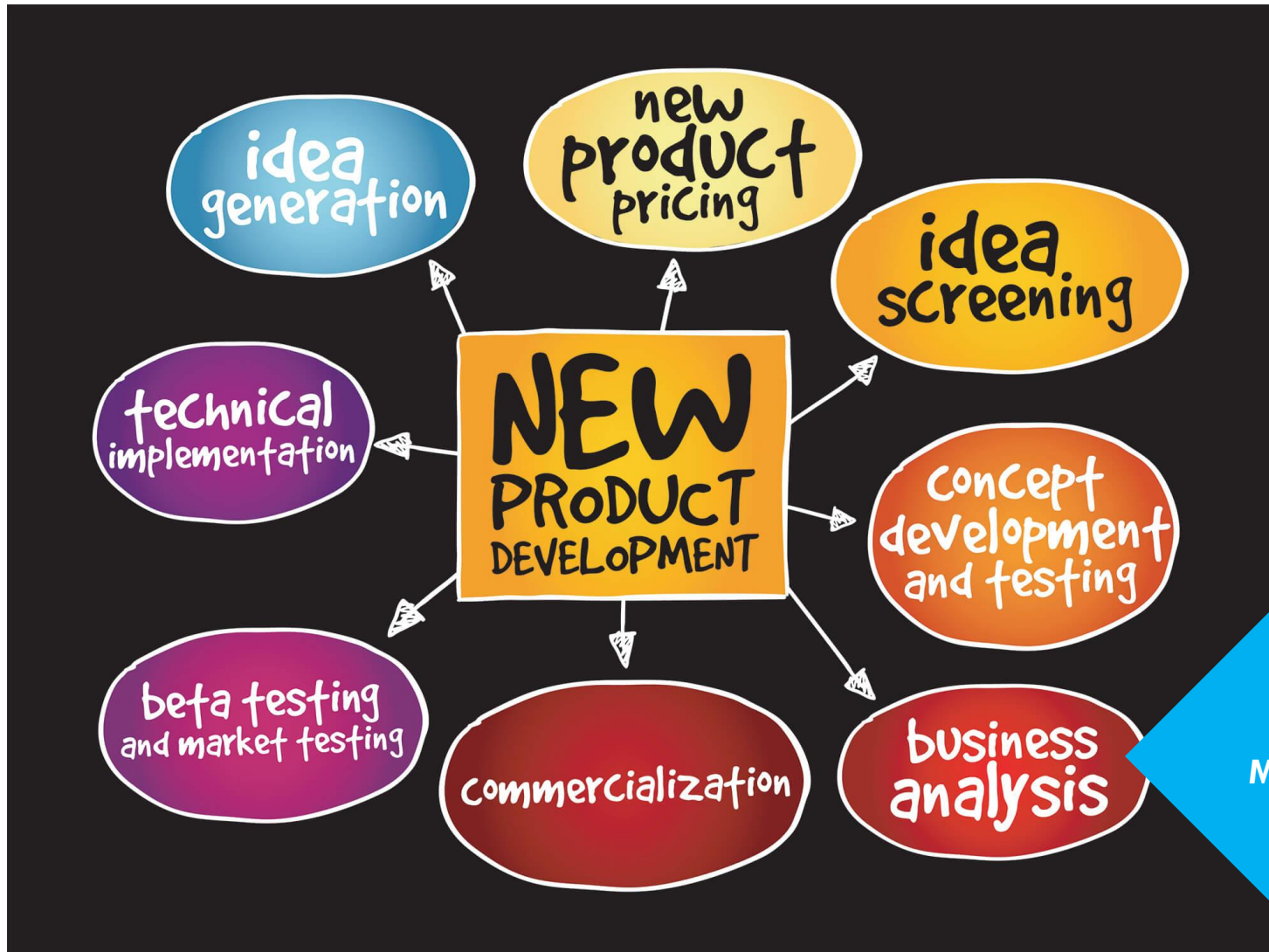
- ▣ Hairdresser
- ▣ Grocery shopping
- ▣ Online or offline shopping

# 5. Product / Service Development



# Product and Service Development

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# MANAGING THE MARKETING CYCLE

## THE ANNUAL MARKETING PLAN

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### 1.0 Executive Summary

### 2.0 Situational Analysis

#### 2.1 Market Summary

2.1.1 Market Trends

2.1.2 Market Needs 

2.1.3 Market Growth

2.1.4 Competitive Analysis 

#### 2.2 SWOT Analysis

2.2.1 Strengths

2.2.2 Weakness

2.2.3 Opportunities


2.2.4 Threats

### 2.3 Critical Success Factors

### 2.4 Key Issues

### 3.0 Marketing Strategy

3.1 Core Marketing Strategies

3.2 Market Segment & Positioning 

3.3 Marketing, Sales & Financial Objectives

3.4 Marketing Mix Strategies

3.5 Tactical Plan

### 4.0 Controls

4.1 Implementation & Control

4.2 Contingency Planning

Thank you.

Sharon Lee