Strategic Marketing

Situation Analysis

<table>
<thead>
<tr>
<th>Internal Factors</th>
<th>External Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths-Weaknesses</td>
<td>Opportunities-Threats</td>
</tr>
</tbody>
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Objectives & Marketing Strategy

I. Targeting & Positioning

- Analyze CB
- Identify Market
- Select Target
- Positioning
  - Segments
  - Strategy

II. Marketing Mix Formulation

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
</tr>
</thead>
</table>

Implement & Control

Strategic Marketing Process

1. Situation Analysis
   - Customer Analysis
   - Competitor Analysis
   - Company Analysis

2. Establish Strategic Direction
   - Segmentation and Targeting
   - Positioning
   - Differentiation

Strategic Marketing Process - cont’d

3. Formulate Marketing Strategy (The Marketing Mix)
   - Product
   - Price
   - Place (Distribution)
   - Promotion (Communication)

4. Implementation and Review
   - Operational Objectives
   - Benchmarks
   - Performance Monitoring and Evaluation