

Module 7: Marketing & Communications

Marketing Plan

| Field | Value |
|--------------------------------------|-------|
| Reference Competitor | jjj |
| Pricing Strategy | 12 |
| Which Category Generates Most Income | jjj |
| Key Observation Around Pricing | hhh |
| Other Remarks | hh |

Integrated Marketing Activities

| Store Format Type | Pricing Strategies | Rational | Other Strategy |
|-------------------|--------------------|----------|----------------|
| Store Format A | High-Low | jj | N/A |
| Store Format B | High-Low | jj | N/A |

Brand Journey

| Category | Pricing Strategies | Other Strategy | Rational |
|----------|--------------------|----------------|----------|
| ww | Others | jjj | jj |
| qq | Everyday Low Price | N/A | jjj |

Marketing Communications Strategy

| Field | Value |
|-----------------------------|-------|
| Reference Competitor | N/A |
| Ongoing Key Promotions | N/A |
| Among Key Various Promotion | N/A |

| | |
|-----------------------|-----|
| What Are The Same Key | N/A |
| Other Remark | N/A |

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 |
|--------------------|---------------------|-------------------------------|----------------------|
| N/A | N/A | N/A | N/A |

Recovery of Promotional

| Field | Value |
|---------------------|-------|
| Based Understanding | N/A |
| What Percentage | 0 |
| What Category | N/A |

Categories Under Promotions

| Field | Value |
|-------------------|-------|
| On Which Category | {} |

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 | 12.0 |
| Benefits of Loyalty Program | N/A |
| Perils of Loyalty Program | N/A |
| Difference From Competitor | N/A |
| Other Notes | jn |

Summary

| Field | Value |
|------------------------|-------|
| Promotions Submissions | N/A |
| Promotions Summarise | N/A |

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