

## Module 7: Marketing & Communications

### Marketing Plan

Field	Value
Reference Competitor	2
Pricing Strategy	N/A
Which Category Generates Most Income	1
Key Observation Around Pricing	1
Other Remarks	1

### Integrated Marketing Activities

Store Format Type	Pricing Strategies	Rational	Other Strategy
Store Format A	Everyday Low Price	1	N/A

### Brand Journey

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

### Marketing Communications Strategy

Field	Value
Reference Competitor	w
Ongoing Key Promotions	N/A
Among Key Various Promotion	w
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
{'Rationale': ""}	{'Promotion1': "", 'Promotion2': "", 'Promotion3': "", 'Rationale1': "", 'Rationale2': "", 'Rationale3': ""}	{'Category1': "", 'Category2': "", 'Category3': "", 'Rationale1': "", 'Rationale2': "", 'Rationale3': ""}	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	{'Category1': "", 'Category2': "", 'Category3': "", 'Rationale1': "", 'Rationale2': "", 'Rationale3': "", 'EffectCategory1': "", 'EffectCategory2': "", '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	0
Benefits of Loyalty Program	N/A
Perils of Loyalty Program	N/A
Difference From Competitor	N/A
Other Notes	1

## Summary

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

Last Updated: 2025-12-10 09:43:15