

## Module 7: Marketing & Communications

### Marketing Plan

Field	Value
Reference Competitor	fgf
Pricing Strategy	453
Which Category Generates Most Income	dfbgf
Key Observation Around Pricing	jg
Other Remarks	hfg

### Integrated Marketing Activities

Store Format Type	Pricing Strategies	Rational	Other Strategy
Store Format A	High-Low	ghm	N/A
Store Format B	Others	dfbg	gdhgnfg

### Brand Journey

Category	Pricing Strategies	Other Strategy	Rational
Category 23	High-Low	N/A	dsvfbd

### Marketing Communications Strategy

Field	Value
Reference Competitor	10mh,k
Ongoing Key Promotions	12
Among Key Various Promotion	fgn
What Are The Same Key	fgbnh

Other Remark	fgn
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## 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': 'dg'}	{'Promotion1': 'fgh', 'Promotion2': 'fghfg', 'Promotion3': 'fgfg', 'Rationale1': 'fgh', 'Rationale2': 'fgfh', 'Rationale3': 'fgh'}	{'Category1': 'Category 10', 'Category2': 'Category 15', 'Category3': 'Category 5', 'Rationale1': 'gfn', 'Rationale2': 'bnf', 'Rationale3': 'fgn'}	N/A

## Recovery of Promotional

Field	Value
Based Understanding	dfgfnh
What Percentage	7.0
What Category	gfh

## 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	rge

## Summary

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

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