

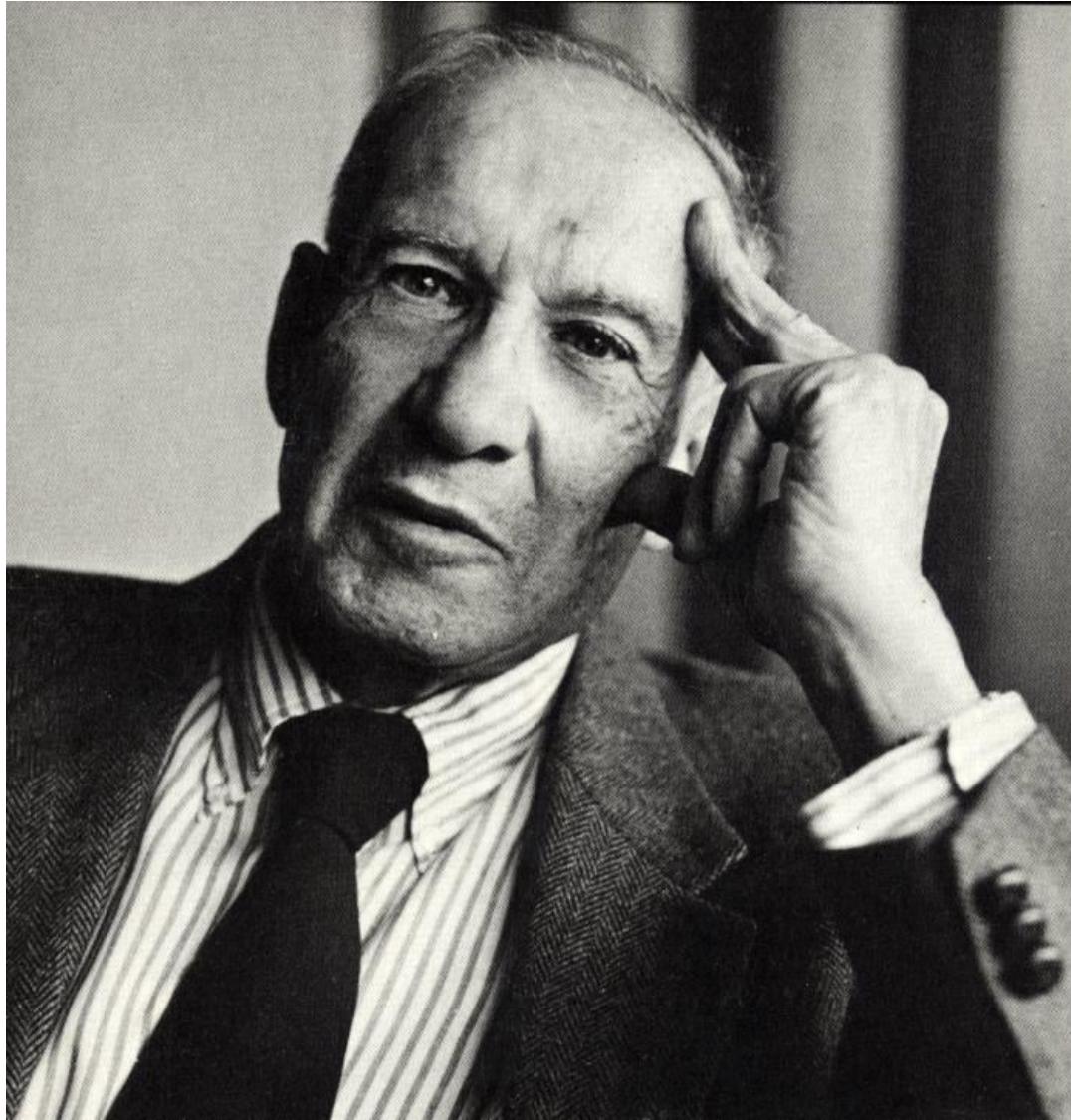
Principles of Marketing

BUS-2230-VO01

Ross Evans

PAGE 57

Contents of a Marketing Plan: A guide for your final project



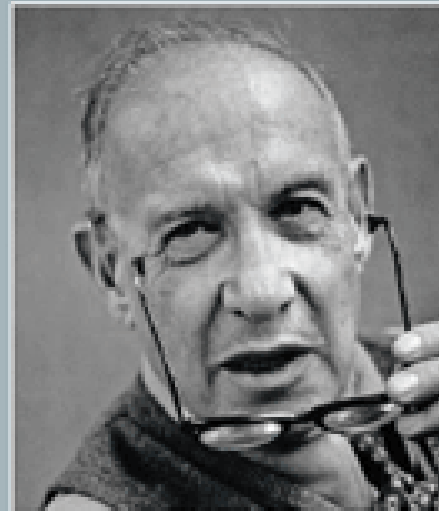
Peter Drucker (November 19, 1909 – November 11, 2005)

The McGraw-Hill Companies

BusinessWeek

NOVEMBER 24, 2003

www.businessweek.com



THE MAN WHO INVENTED MANAGEMENT

Why **Peter Drucker's**
ideas still matter

BY JOHN A. BYRNE (P. 96)

Peter Drucker

- Born in Austria
- Originally taught politics and philosophy
- Wrote 39 books on management
- In 1942, studied GM's system of management (divisions), later published a book on his study (Concept of the Cooperation)
- Much of what we study in Management today was developed by Drucker (workers are assets, the cooperation is a "human community", decentralization of power, etc.)
- Has a Vermont connection...

Strategic Planning, Partnerships & Developing a Marketing Strategy

The STP Process

The STP Process



Who is the Patagonia customer?



the lunatic fringe

They might not use the right gear, or wear the requisite uniform, or fish the way you and I do. But they get into situations, which if nothing else, test their patience and their gear's staying power. Leave them out there long enough and they send back product feedback we couldn't get any other way.

patagonia
committed to the core®

800 638 6464 www.patagonia.com

Fly fisherman Jeff Carter samples the other side, deep in the heart of Wyoming. Photo: Tom Montgomery



Patagonia pledges at least 1% of sales to the preservation and restoration of the natural environment. To date, Patagonia has donated more than \$18 million to grassroots organizations. 1% For The Planet is a trademark of 1% For The Planet, Inc. © 2003 Patagonia, Inc.

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life truly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to last, we want to give our long-time—our life—products a life that lasts. We want to do the opposite of every other business today. We ask you to buy less and to select before you spend a dime on this jacket or anything else.

Environmental destruction, as with corporate bankruptcy, can happen very slowly, then all at a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, forests, wetlands—at our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is staggering. Consider the 100% jacket shown, one of our best sellers. To make it required 135 liters of

COMMON THREADS INITIATIVE

REDUCE

We make useful gear that lasts a long time.
YOU don't buy what you don't need.

REPAIR

We help you repair your Patagonia gear.
YOU pledge to fix what's broken.

REUSE

We help find a home for Patagonia gear
you no longer need.
YOU sell or pass it on.

RECYCLE

We will take back your Patagonia gear
that breaks or
YOU pledge to keep your stuff out of
the landfill and incinerator.



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace.

water enough to meet the daily needs (three glasses a day) of 45 people. Its journey from its origin as 100% recycled polyester to our 100% renewable energy generated heavy 20 pounds of carbon dioxide, 34 times the weight of the finished product. This jacket isn't perfect, on its way to Reno, two-thirds the weight it needs.

And there's a 100% recycled polyester jacket, knit and sewn to a high standard. It is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life, we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, the jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Join the Common Threads Initiative pledge, and join us in the 100% to reimagine a world where we take only what nature can replace.

patagonia®

*Uncommon
Clothes
for
Uncommon
People*

Write for the dealer
nearest you and a



What is strategic
planning?

First, some definitions...

- Mission Statement
- Vision Statement
- Goals/Objectives
- Strategy
- Tactics

Mission Statement

- What is the purpose of our business today?

BMW Group



The BMW Group is the world's leading provider of premium products and premium services for individual mobility.

Vision Statement

- What does our business hope to become, in the future?



Our [Amazon's] vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

Goals

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound



Achieve overall sales of growth of 33% (to \$82 billion) by the end of fiscal year 2014.

Strategy

- Defining how our business will achieve specific goals.



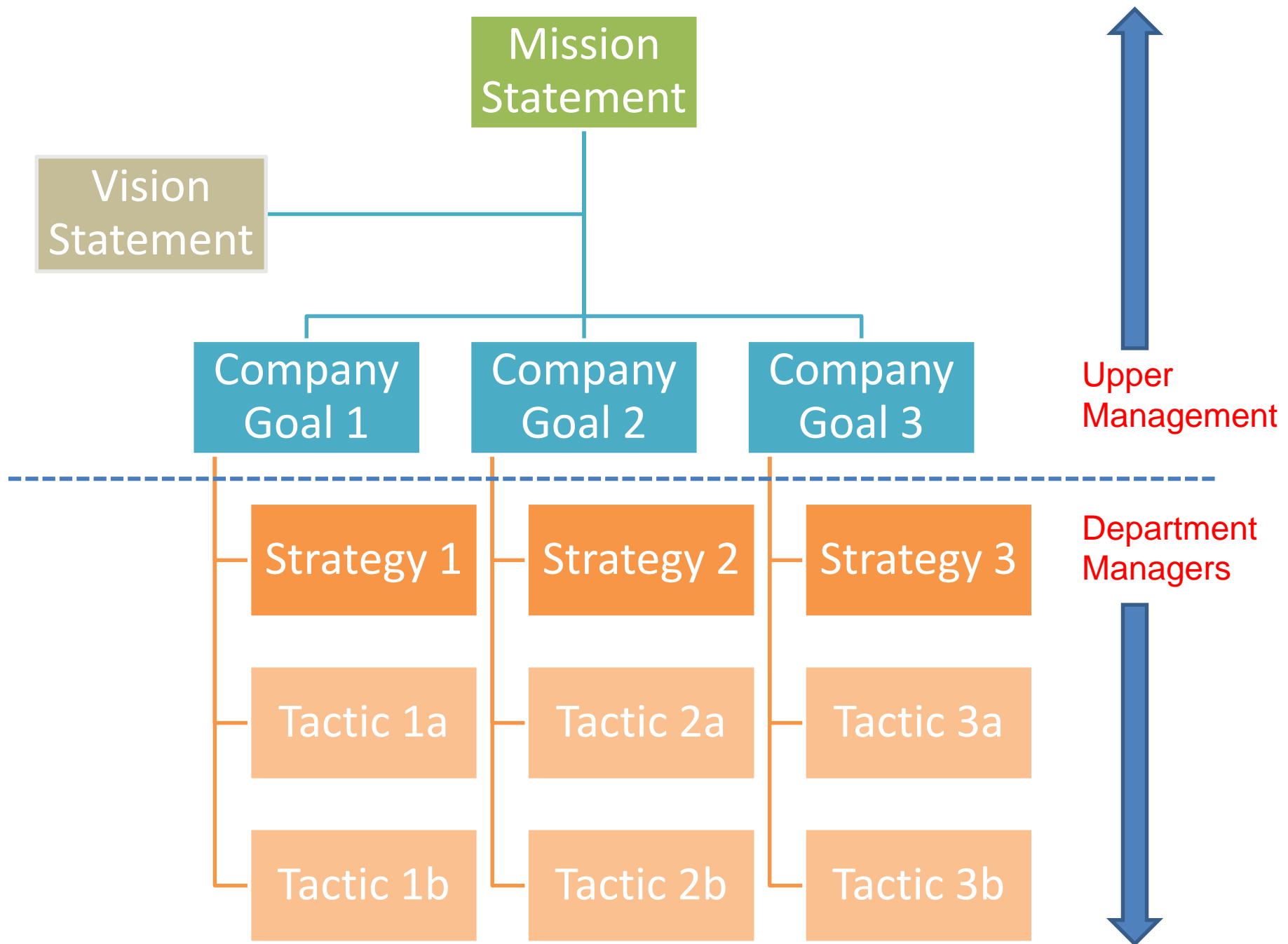
Better understand customer data at point of purchase.

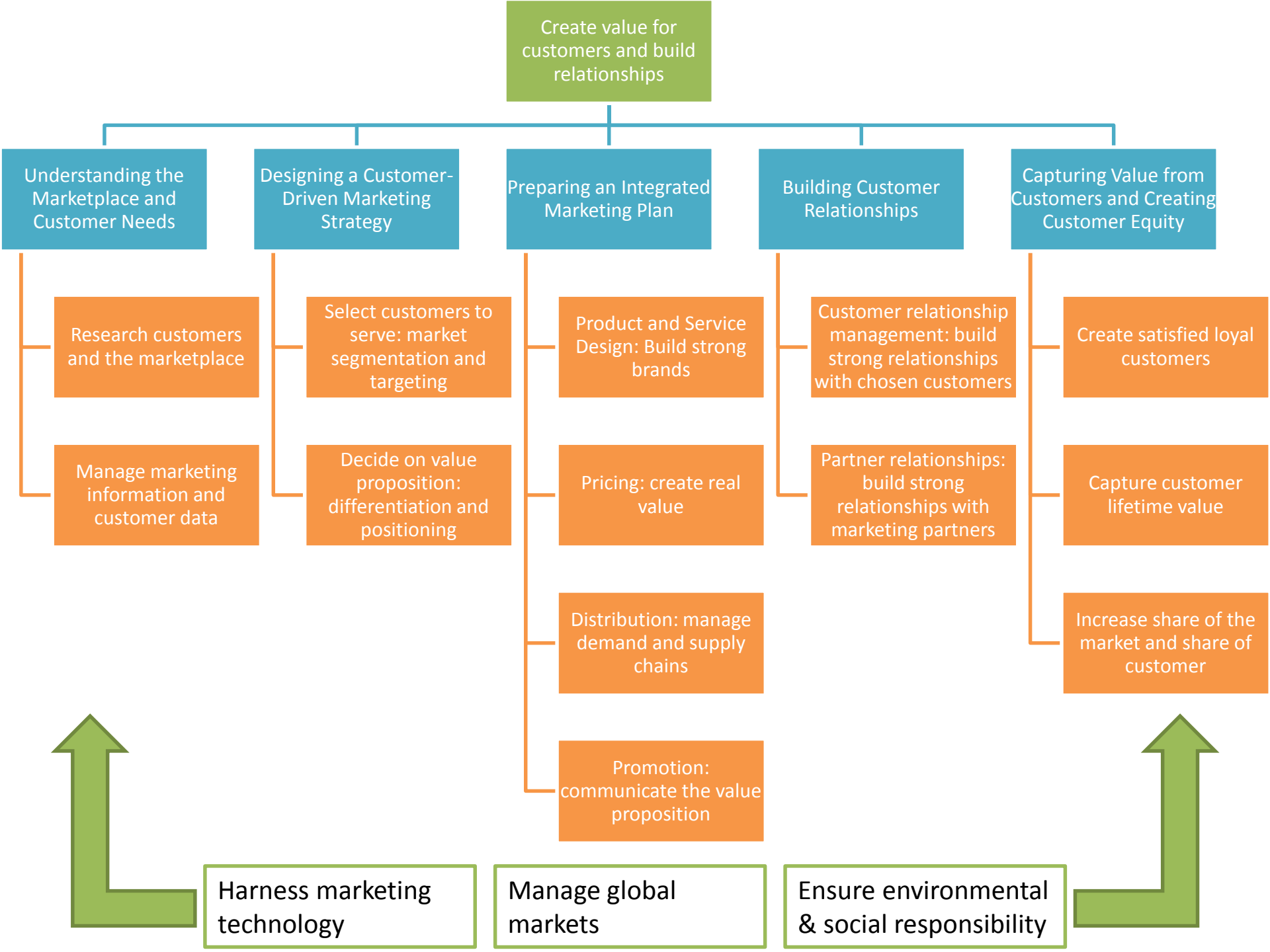
Tactics

- The specific methods or initiatives that will be executed to achieve a pre-determined strategy.



Partner with Google to implement abandoned cart monitoring tools.





Next week

- Read Chapter 3
- Answer Critical Thinking questions on Moodle

Contact Info:

email: ross.evans@ccv.edu

phone: 802.356.9621