

Malcolm McDonald Consulting Ltd.

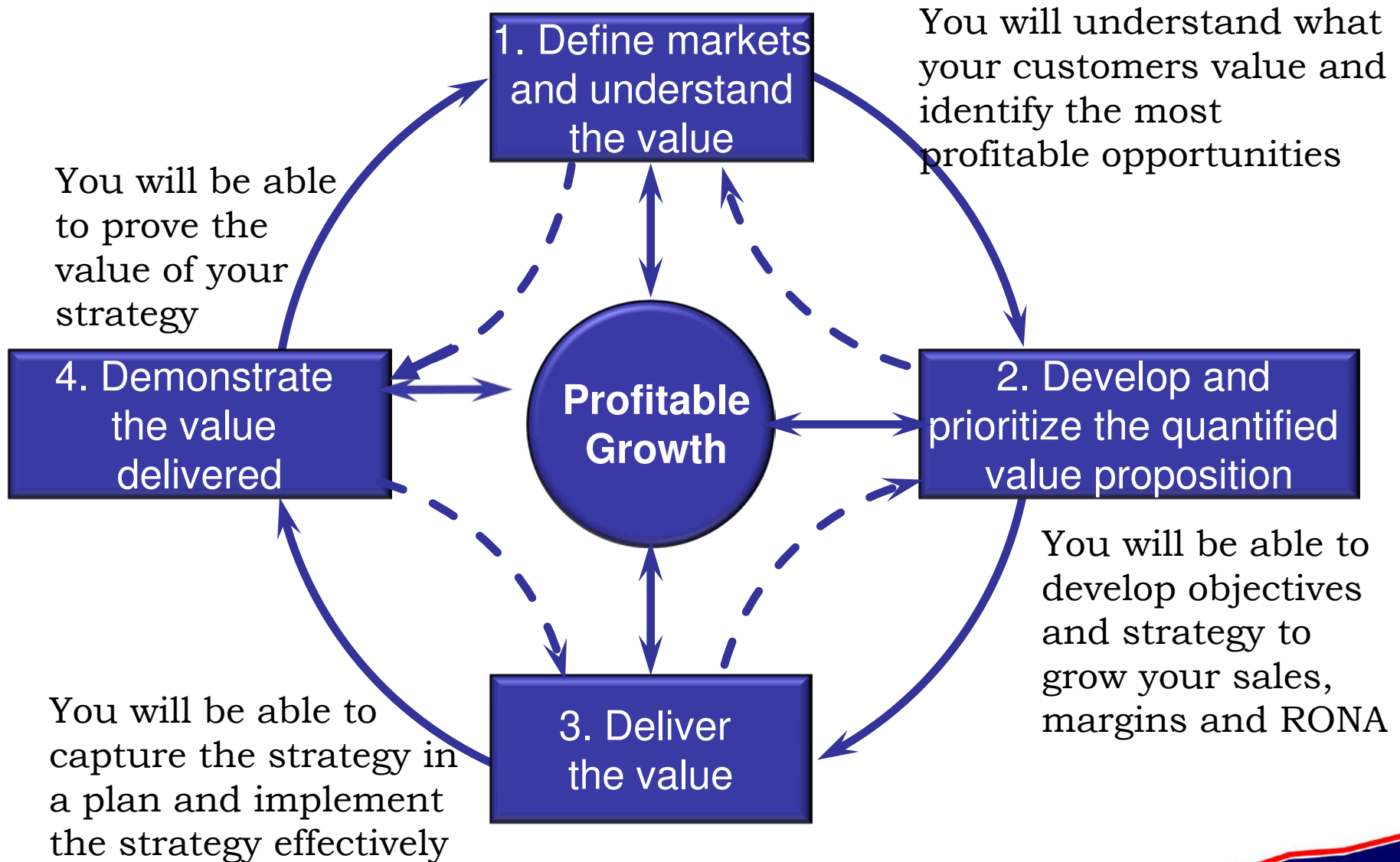
Marketing Plan – Quick Evaluation Grid

by Emeritus Professor Malcolm McDonald



Malcolm McDonald Consulting
true sales and marketing strategists

The Profitable Growth Process™



Marketing Plan – Quick Evaluation Grid

Plan Element	Level 1	Level 2	Level 3	Level 4	Level 5
Mission and/or purpose	Clearly spells out role, business definition, distinctive competence and indications for the future.	Spells out most of this, but has some omissions.	Spells out some of this, but has some major omissions.	Contact us for further information	Contact us for further information
Financial summary	Very specific summary of what the revenue and profit will be over the planning period, spelled out in terms of: <ul style="list-style-type: none"> ✓ Productivity ✓ market growth ✓ market share growth ✓ new products ✓ new markets ✓ new products in new markets. 	A clear summary of what the revenue and profit will be, but there are some gaps in the detail of where they are emanating from.	A clear summary of what the revenue and profit will be, but with little or no detail of where they are emanating from.	Contact us for further information	Contact us for further information
Market summary and/or overview	A quantified market map, with key decision-making junctions highlighted. Specific conclusions drawn. Proper, needs-based segments described.	A quantified market map, but no clear conclusions drawn	Some general discussions of the market and how it works. Segments are SECTORS, or a priori descriptors, such as socio-economics	Contact us for further information	Contact us for further information

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Plan Element	Level 1	Level 2	Level 3	Level 4	Level 5
SWOT analyses of key segments	Critical success factors, by segment, weighted according to their relative importance, scored relative to competitors. External opportunities and threats related to specific segments. Conclusions for action drawn from the analysis.	Critical success factors duly weighted and scored relative to competitors, are not anchored in proper segments. Actions are too general.	Critical success factors are not quantified and weighted, but are reasonably useful as a comment on the overall strengths, weaknesses, opportunities and threats facing the business.	Contact us for further information	Contact us for further information
'Portfolio' summary of the SWOTs	Segments classified according to their potential for profit growth over the planning period and the organisation's strengths relative to competitors (see SW from SWOT analyses above). Meaningful conclusions drawn.	Sectors (not segments) classified according to attractiveness and relative strengths. These are likely to be equally applicable to competitors.	Some general conclusions drawn about the commercial situation facing the organisation, loosely linked to the previous analysis.	Contact us for further information	Contact us for further information

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Plan Element	Level 1	Level 2	Level 3	aLevel 4	Level 5
Marketing objectives and Strategies	A 'pictorial' (DPM) analysis showing revenue and profit by segment over the planning period. Quantified marketing objectives (value, volume, market share, profit by segment, with quantified strategies for the four Ps fully costed with responsibilities.	Quantified marketing objectives, but some are not really marketing objectives (see level 1). Marketing strategies look believable, but are not classified according to the relative impact of each.	Some effort to relate the forecasts and budgets to previous analysis, but objectives are not strictly marketing objectives and strategies are not tied in tightly with the objectives.	Contact us for further information	Contact us for further information
Budgets for the planning period	Budgets wholly believable based on the Previous analysis.	Budget not wholly tied into the previous analysis.	Budget only partly tied into previous analysis.	Contact us for further information	Contact us for further information

Malcolm McDonald Consulting Ltd.

Malcolm McDonald

- Emeritus Professor of Marketing, Cranfield University; Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools.
- Author of over 40 books on marketing and key account management
- Previously Marketing Director of Canada Dry
- Works with the operating boards of a number of the world's leading multi-nationals on all continents

Edmund Bradford

- Co-author of *Marketing Navigation: How to keep your marketing plan on course to implementation success*
- 20 years of experience with strategic sales and marketing programmes
- Built and ran the Global Account Management programme for an aerospace business
- Led projects and managed client relationships in many industries
- Developed marketing and KAM simulations

Florin Vladica

- Over 20 years of experience in sales and trade marketing .
- Deep experience of the FMCG, including as Trade Development Manager at Philip Morris, but has also worked in other sectors both as a sales trainer and as consultant.
- Expertise gained in Europe, North America and Middle East, and that includes sales strategy, diagnostic and planning, consumer research, territory and portfolio management, sales performances.

Our value proposition

Boardroom proficiency We bring insights to your boardroom after many years of working with top leaders in world class companies across industries, and in all regions of the world.

Unique know-how We quickly transfer our knowledge, skills deep understanding of strategic sales and marketing, by deploying our unique toolbox of best-selling books, online marketing games, white papers and articles, methodologies, business models, workshops and keynote addresses.

Proven track record The portfolio of services is founded on deep state-of-the-art research at top Business Schools, and methodologies and models, based on this research, have been proven to work in the market place.

Partnership for value We deliver substantial ROI, together with enjoyable learning experience, by partnering with your project teams as trusted outside expert, or as an embedded business partner, or any point in between.

To summarise, our value proposition consists of end-to-end interaction, from Board level to your internal project team, in getting the fundamentals right in sales effectiveness and strategic marketing, all within budget and the agreed deadline.



We have helped many leading organizations improve their sales and marketing excellence



These include businesses:

- American Express
- Aviva
- AstraZeneca
- Barclays
- Brussels Airlines
- British Gas
- BUPA
- GSK
- Howden
- Hitachi
- IBM
- Mercedes-Benz
- Oracle
- Siemens
- Standard Bank
- Shell
- Tesco
- Tetra Pak
- Tyco
- United Utilities
- Vodafone
- Zurich

Non-profit organizations

- The Law Society
- CIMA
- Aston, Bradford, Cardiff, Cranfield
- Henley, Warwick, Worcester, York

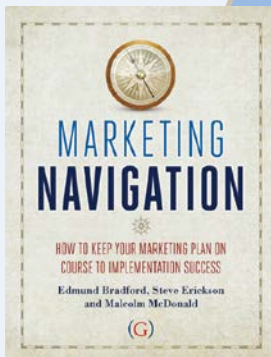
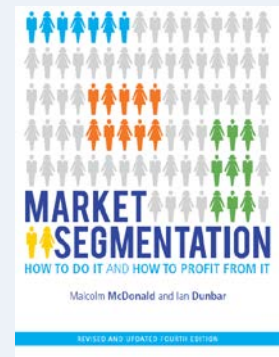
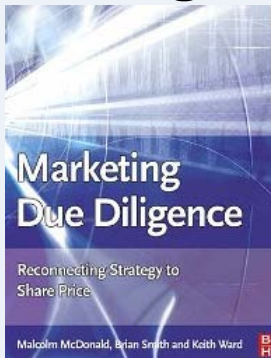
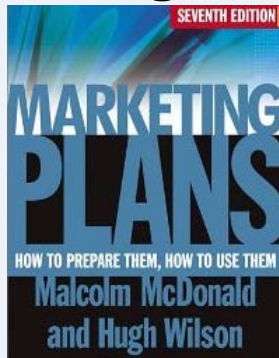
Business Schools

and many non-household names like:

Compass, Cushman & Wakefield, Hexagon, Jones Lang LaSalle, Parker *plus a host of SMEs*

Portfolio: Scholarly articles and white papers

Strategic Marketing

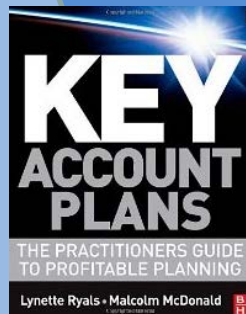
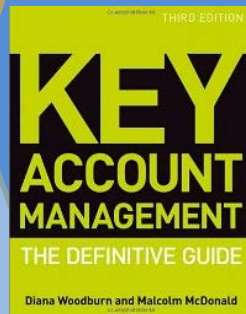


Market2win Simulator



&

Strategic Account Management



Procurement and SRM



By Jeroen Kuvers
Marketing and business system director for international clients
Compass Group PLC
and Edmund Bradford
Director
Malcolm SRM Ltd

Vol. 3, No. 4

Winning Strategic Accounts at SN Brussels Airlines

By Edmund Bradford
Managing Director
Musica Partnership Ltd
and François Lagne
Vice President, Strategic Accounts
SN Brussels Airlines



By Edmund Bradford
Director
Malcolm SRM Ltd

Most Popular Discussions



Is the SAM really a single point of contact?

Many people talk about their Strategic Account Manager as a single point of contact. But is this wise? It annoys the other customer points of contact in the supplier who thinks the SAM will steal their relationship. It also encourages the customer to ONLY deal with the SAM ...
posted November 5, 2009

SAM2win Simulator

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