

THE MARKETING PLAN

IMPROVING OUR COMPETITIVE EDGE

A Marketing Plan is a written strategy for selling the products/services of a new business. It is a reflection of how serious a company is in meeting the competition head on, with strategies and plans to increase market share and attract customers. An effective Marketing Plan is backed by carefully collected market, consumer and competitor information, sometimes citing professional advice.

WHY PREPARE A MARKETING PLAN?

A good Marketing Plan will help us to improve our odds against more experienced competitors and newly emerging ones. The Plan enables us to recognize and take action on any trends and consumer preferences that other companies have overlooked, and to develop and expand our own select group of loyal customers now and into the future.

The Plan also shows to others that we have carefully considered how to produce a product that is innovative, unique and marketable- improving our chances of stable sales and profits - reasons for investors to financially back us.

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COVER LETTER

City Food is the concept of the Great Choice at Best price.

Our organizational structure, efficient cost management and limited product portfolio, brings highest quality products at the lowest possible prices to customers.

All our prices are best in Market prices

Our limited assortment allows us to select carefully each product and ensure highest possible quality.

Our stores are simple, not fancy. We avoid everything which could increase the sales price of our products.

We have attractive offers and promotions every day.

City Food Guarantee: if we are not satisfied with any of our products, we can return it without explanation and receive our money back.

HISTORICAL BACKGROUND

Let me start by thanking Allah (SWT) for starting City Food Supermarkets 1st Store in Jeddah Waziriya in Dec 2018. We owe this to our team, our customers and our suppliers without whom this would have been just a far-fetched dream. Our mission is to improve our business performance by working in close collaboration with our suppliers. Our commitment from day one has been to provide excellent quality for low prices and this has not only earned us laurels from our clients but their loyal support and invaluable trust turning them into our dedicated customers. We assure to make shopping experience a pleasurable one every time we visit us.

MARKETING GOALS AND OBJECTIVES

it is our pleasure to update we with our Marketing strategies & operational policy information booklet, the idea of issuing this booklet is to underline rules & methods which will help and enhance the way of doing business with City Food.

Our chain is now spreading & making a debut New Places This Booklet Will Help we understand our plans & interact with us more effectively at every stage of business.

The marketing Department is ready to assist & guide we on any promotional & marketing issue, Promotion, Sampling, Rental Contracts, New Store Opening etc., we hope our strategies & operational policy information booklet will help we to flourish with our business & help us to enhance & improve our joint performance.

SALES OBJECTIVES

A team without sales objectives is like a ship without a sail

- Reduce cycle time by automating email prospecting.
- Spend one hour each day prospecting to find good-fit leads.
- Increase win rates by 5% in Q1.
- Bring in 20% more revenue each month.
- Limit the number of discounts given to prospects.
- Reduce customer acquisition costs by 15% this month.
- Improve customer retention by 30% by the end of the year.
- Reduce customer churn rate by 3% within Q3 and Q4.
- Monitor customers in the CRM on a weekly basis to identify cross-sell and upsell opportunities.

PROFIT OBJECTIVES

A business must decide how to meet the demands of its customers. They may adopt a strategy of product differentiation, where the business competes by giving customers a unique or superior product. The other option is to adopt a strategy of cost effectiveness, giving customers a cheaper

product or more value for their money. These basic goals help guide the strategic objectives that businesses set.

When a business grows in size, its objective may change from just earning profit to increasing its market size and making greater sales of its units produced. Similarly, if a business is new and heavy competition is present in the market, the objective of the business may be to survive and make its presence felt, even if it has to sell at break-even prices. On the other hand, if the business faces falling profits, it may try to reduce its costs or increase its revenues to regain profit levels.

PRICING OBJECTIVES

Focus on the weaknesses of our competitors by offering better quality at a competitive price. Remember what our own attitudes are towards products we consume on a day to day basis. Remember how we react to high prices for poor or marginal quality or service. Justifying our prices for our product or service while thinking like a customer will give us an advantage. Survey a sampling of our potential customer group and ask them directly how they feel about competitors' products, services, industry prices and any areas for improvement.

PRODUCT OBJECTIVES

Much like what we would be doing for our prices, focus on the wants, needs and perceptions of our consumers and the general public. Identify any problems for our industry/product. Show how we will attract more customers while keeping the ones we have. Determine the determining factors of customer preference towards a product, like price, or social considerations such as environmental impact, product quality or convenience. Indicate the goals we have for quality of service, level of service (speed and accuracy), customer satisfaction, and our own flexibility to support consumer demands and requests.

Market Analysis

Examine whether or not our industry is growing, maturing or declining. If it is declining, identify the problems that exist and be able to change the ones we can. Show how we can adapt to changes that we can't control. If our industry is maturing, show how as a new company, we may be able to better adapt to external forces; better than the more mature competition. In a newly emerging and growing market (the best scenario), differentiate our self from new competitors. Show how we expect to become a major market share holder, using a new approach to the marketplace and utilizing the latest technology. Identify the older methods of generating our product/service being challenged by our business' approach. Acknowledge the problems and challenges of the marketplace we are entering. Using our analysis to construct a strategy that will put us ahead of our competition. Look to ways of prolonging the "life" of our business if we recognize that what our getting into is threatened by newly emerging technologies and business approaches. To advance our business in the new economy means finding our "niche", or, creating one of our own. In our market analysis focus is on key areas like industry wide sales performance. Acknowledge why sales (as a whole) may be declining. Look to national and provincial averages, citing reasons for poor performance. Reasons can be both external to particular businesses operations, and internal to the way the business operates. People called "industry analysts" have developed a way of determining the

causes of business failures, focusing on the direction newly emerging business can take to realize success. Reference these professionals.

Our focus should also turn to the local scene, since local markets may or may not follow the greater industry trend for various reasons. We compare the local situation to the national and provincial averages; the trends in sales, and the estimated total market that can be reached by local companies. Recognize the position our local competitors have taken in the local market; the clientele they serve, the product they produce, the price they expect to charge for their products and services. Finally, relate our own businesses position to the position of others, reflecting on the maturity and experience of our business competitors.

Environmental Analysis - Global Business Environment

Conduct an environmental analysis to look at and comment on the world in which we will be operating. Unemployment rates for the past 2 to 5 years and the impact it has had on sales and the overall customer base is an effective way of demonstrating the effect of "external" pressures onto our business. Threats due to environmental conditions (like unemployment, layoffs, recession, high Taxes rates) reduce consumer activity, and should be explored in our marketing plan.

Political and Legal

Identify the regulations, permits, insurance, liability, municipal zoning and taxation requirements that we must follow in order to operate our business.

The business climate of our town, village and surrounding area is an important influence on our day-to-day operations. Reflect on topics such as taxation, zoning and other factors.

Demographics

Describe the population base that exists to support our product. Identify the market size for our product, and the people that make up our product/service's consumer group. Provide information about:

Where they live, what products do they buy, how much they spend on similar products each year, Where they shop for these products, etc. Indicate whether or not our product is geared towards a specific age group, with spending patterns and consumer demands. Indicate whether this group is shrinking, expanding or yet to be tapped into.

Environmental Analysis - Local Business Environment

Conduct an environmental analysis that looks at and comments on our local area and our network of business contacts, competitors and customers.

Suppliers

Identify our sources for direct purchasing by describing their locations, the frequency of our orders and the type and amount of supplies we will be ordering.

Social/Cultural

Explain any particular client support or other specialized consumer groups that can be identified apart from the general public. Describe the spending and product requirements of these groups and the characteristics of our company that support the product and services they are demanding. Indicate

whether our product is part of the day to day activities of a specific group or the general public. Identify the influence this will have on our projected sales. Identify our networking contacts in the community, and the overall atmosphere surrounding our business. Identify the influence this will have on our projected sales. Predict the receptiveness of our product concepts, and how the community perceives our business.

Describe the expected response to our advertising, and how this will boost sales. Indicate what overall market trends we will be following in order to stay current and "in touch" with the public. What special techniques will we be employing in order to match consumer demands?

Competition

Identify our direct competition by naming their business, describing their facilities and operations, identifying their share of the consumer market, realizing support for their product and by reviewing the weaknesses of their approach.

Consumer Analysis

Identify our target market, describing how our company will meet the needs of the consumer better than the competition does. List the expectations consumers have for our type of product. Since demands may be different, products and services will vary between competitors. Quality, price and after sales service are just some of the areas where this difference occurs.

Identify the segment of the market that will benefit from our product and area of expertise as well as our approach to selling our product or service.

Predict the sales potential that may be realized by tapping into and holding onto our target market, and attracting others through different strategies and approaches. These different approaches can be all done at the same time or be more incremental - obtaining a core audience for our product or service first, and then expanding into the rest of the market. Identify the sales potential for each of these target groups.

Strengths, Weaknesses, Opportunities and Threats Analysis

Strengths

List the strengths of our business approach such as cost effectiveness, service quality and customer loyalty.

List other assets of our operations such as flexibility, innovativeness, response to external pressures, creativity and company stability.

Relate our experience (professionalism, duration and diversity) and the contacts we have made in all areas of our businesses operations - from suppliers to clients, government officials to business professionals.

Weaknesses

Describe the areas of weakness in our company's operations, such as government policies and procedures, and management inexperience.

Capital financing, credit, loans and other financial debts should be identified, with strategies to control their effect on our business.

Recognize the limited impact of a new product on the market - its lack of recognition may be attributed to the companies' inexperience in promoting.

Recognize that poor performance will mean lower than expected profits - which will result in a lot of the money going to reduce debts rather than improving business facilities, operations and expanding markets.

Opportunities

Examine how proper timing, as well as other factors such as our company's innovativeness, may improve our business's chances of success.

Use tools such as customer surveys to emphasize the need for product quality and after sales service. Relate our company's focus to a segment of the present market that is being overlooked.

Threats

List the external threats to our business' success, such a existing and newly emerging competitors, performance of the overall economy, and our dependency on other businesses such as suppliers, retailers and distributors for market access and support.

Marketing Focus

Product or Service

Identify our product or service by what it is, who will buy it, how much they will pay for it and how much it will cost for we to produce it, why a consumer demand exists for our product, and where our product sits in comparison to similar products/services now available.

Describing the marketplace rationale for the differences between our product and competitors. Look at quality, price, new ideas/approaches, and how our product appeals to a specific customer base - both existing customers and new customers we hope to attract to the market.

Be specific about how our product/service improves upon those already existing, our use of quality control, post purchase evaluation (and how we will obtain feedback) and the scope of service we will provide: responsibilities, liabilities and expectations.

Location

Identify the location of our business, why it is located there (strategic, competitive, economic objectives), our expected methods of distribution, and timing objectives.

Different products have different shelf lives and our estimation of how long our product will remain on the shelf is an important one.

Promotion

Describe the type of promotional methods we will use to spread the word about our product. Identify techniques such as word of mouth, radio and newspaper ads. Social media

For radio, focus on a social media format and its relationship to our products image, broadcast area, cultural focus, age focus, etc.

For newspapers and other print mediums, consider the level at which we wish to advertise (local, regional, provincial, federal, cross-national, etc.), in what mediums (trade magazines, professional, recreational, cultural, hobby, special interest, etc.), how often, and the timing of such advertisements (seasonal, special issues, etc.).

List accessible tradeshows that offer our business and opportunity to display banners and promotional literature.

Explain our use of expensive mediums such as television and billboards. Both are highly expensive, while computer based "bulletin boards" and the Internet can provide a global audience.

Promotion through associations and government support programs offer an opportunity for success stories to advertise.

In store promotions, sidewalk sales, plant tours, free samples, open houses, "point of sale" displays, acknowledgment in government programs, agendas, brochures and calendars are other avenues for promotion. Also, gimmicks like draws for free product samples and service visits also provide we with a mailing list for future considerations.

Alliance campaigns between our self and associated businesses (retailers, suppliers, etc.) provide us and some complementary businesses the chance to improve our market image and potential sales.

Price

The prices of our products or services should reflect our overall company strategy. Pricing should be competitive as well as a reflection of the quality, costs and profit margin.

List the quality features of our product or service, as well as the associated cost component for each item or level of service.

List strategies we plan to use such as providing a discount on some items we sell in order to increase the sales in other areas.

Financial Information

Shows the predicted level of sales we expect to realize with and without the strategies we have outlined in the marketing plan. Shows the natural level of sales as described in our business plan, and then shows the expected increase in sales as they relate to specific marketing techniques we will use. Show the market share we will hope to attain, based on "high", "medium", and "low" estimates for the success of our marketing strategy.

Forecast the "break-even point" for each of the following 5 years, in the number of sales in Riyals. This will demonstrate our need to realize a certain amount of sales in order to cover our expected costs for each of the next 5 years.

Outline the areas of weakness in the financing of our business; the deficiencies that may be found in areas such as "operating capital", outstanding loans, and insufficient credit.

Provide appropriate suggestions for reducing the effect that these deficiencies will have on the successful operation of our business.

Tables, Graphs, Diagrams and Pictures

by presenting information in a picture format, some areas that are hard to express in words become easy to show to the reader. Here are some examples:

Position Analysis

A figure that shows where our company's image lies in relation to our direct competition.

Advertising Examples and Other Promotional Materials

Will make and provide the some examples of the type of artwork and advertising we hope to use to attract potential customers, and, to portray a particular image of our product/service.

Such materials can demonstrate the effectiveness of our message, successful product/service recognition and packaging design.

Demographics, Consumer Statistics and Budgets

Include appropriate demographic information such as populations, age distributions, and projected population growth and household sizes.

Include statistics covering family expenditures, personal income characteristics, employment figures, and spending and consumer patterns.

Provide budget sheets for advertising campaigns, sales promotions, and expenses such as uniforms, business cards, logo designs, banners, flyers, billboards, etc.

Include printing costs and expected reordering schedules.

Demographics and other statistics can be found in Statistics Saudi Arabia information, available at the local library.

Pricing

Relate the pricing of our products or services to our costs, profit margin, "break-even point" in sales, competitor pricing schemes, consumer profiles and product/service expectations.

Separate the "fixed cost" components and our "variable costs". Fixed costs are those that should remain stable over the next 5 years, while variable costs are those that adjust to external and internal pressures.

City Foo سيني فود



AN EXAMPLE OF A

Marketing Plan Checklist

Ata Siddiqui
Marketing and Business Development Executive

MONTH ONE

- Direct mailing to all within the Hometown city limits
- Media Day celebration
- Billboard rental
- Newspaper advertisement
- Product sampling
- Begin frequent buyer program

MONTH TWO

- Newspaper advertisement
- Continue frequent buyer program
- Billboard rental
- Direct mailing to specific orgs
- Product sampling
- Discount coupons

MONTH THREE

- Newspaper advertisement
- Billboard rental
- Sponsorship of community little league
- Continue frequent buyer program
- Product sampling
- Discount coupons

MONTH FOUR

- Newspaper advertisement
- Billboard rental
- Continue frequent buyer program
- Product sampling
- Discount coupons
- Host AARP meeting