

Market Planning

- Why Market Planning?
- Modeling & Simulations
 - Success Criteria
 - Work Streams

Why Market Planning?

A loose network of retail outlets with gaps and overlap all over the market leads to reduced efficiency, higher costs and fewer returns/profitability.

Thus, an understanding your current retail or site network is an essential part of delivering an effective marketing strategy.

A full understanding of your retail network and a baseline of its performance (benchmarking with industry), is needed to effectively transform your business to best-in-class network.

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Modeling & Simulations

Marketer

❖ Capital Changes

- ◆ New Outlets
- ◆ Facility Upgrades
- ◆ Ancillary Offerings

Marketplace

❖ Supply Changes

- ◆ New Outlets
- ◆ Facility Upgrades
- ◆ Ancillary Offerings
- ◆ Brand Changes

Outlet and Network Performance

❖ Operational Changes

- ◆ Strategy –charges, rates
- ◆ Customer Relationship

❖ Demand Changes

- ◆ Demographics
- ◆ Market Growth

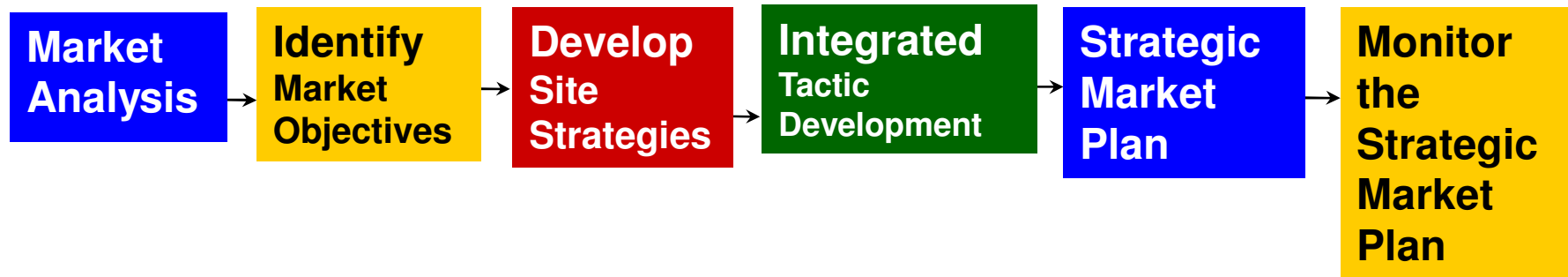
Success Criteria

- How many retail site/outlet should you have?
- Where should they be?
- How close can you locate the outlets to each other?
- How close is too close?
- What is the market share for your outlets?
- What impact will competitors have on your retail network?
- Will your outlet remain viable if a competitor opens nearby?
- What can you expect to achieve if you open close to a competitor?

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Work Streams



- Review Client's Position
- Review Key Competitors

- Client-Determined Objectives
- Market Data

- Evaluate New Site Opportunities
- Site by Site Review for Capital, Operational & Divestment Opportunities
- Identify Site Acquisition Opportunities
- Develop/Input/Review Tactics
- Prioritize

- Integrate Tactics for Combined Impact
- Competitive Reaction Evaluation
- Prioritize

- Economic Evaluation
- Readdress Outlet Strategies, if Required
- Develop Market Contingency Plans
- Finalize Market Strategy

- Market Study Review
- Review/Update Strategic Plan Based on Market Changes
- Site Audits for Plan Verification
- Strategic Plan - Continuous Cycle of Analysis
- Annual Strategic Review & Evaluation