DILBERT® by Scott Adams

DON'T INVITE MARKETING TO THE PLANNING MEETING.

IF I DON'T, THEY'LL SABOTAGE THE IMPLEMENTATION.

YES, BUT IF YOU DO INCLUDE THEM IN THE PLANNING . . .

AND THEY'LL STILL BOTCH THE IMPLEMENTATION.

IF WE KNOW IT'S DOOMED, WHY DO WE BOTHER?

IT'S THE SAME REASON I HAD KIDS.

... THEY'LL HOSE THE PLAN?

EXACTLY.

AT LEAST THERE'S A REASON.
Strategic Planning

Marketing Strategy

- The analysis of meeting target market’s needs

Marketing Plan

- Written documentation concerning implementation and control
Strategy Levels

Mission Statement

Corporate Strategy

Business-Unit Strategy

Marketing Strategy

Marketing Mix Elements
PEPSICO

Our Mission

Our mission is to be the world's premier consumer products company focused on convenient foods and beverages. We seek to produce financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive for honesty, fairness and integrity.
**Our Purpose**

We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come. As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders and the communities in which we live and work to prosper.
Target Market

The group or groups of individuals that a company feels most appropriate for selling its product

Mass  Segments  Niche
Organization

• Structuring the method of grouping resources and processes

• Allows for efficient use of resources in customer service
ALTERNATIVE THEORIEN DER ORGANISATIONSSTRUKTUR

TRADITIONELL

RUSSISCH

POLNISCH

AMERIKANISCH

ARABISCH

CHINESISCH

FRAUENBEWEGUNG

KOLONIAL-AFRIKAN

VATIKAN

LATINAMERIKANISCH

ITALIENISCH

SAP AG
Appropriate Organization Design

Technology
• Unit or small batch
• Mass production
• Continuous process

Environment
• Stable/unstable
• Differentiation/integration

Strategy

Size & life cycle
• Birth
• Youth
• Mid-life
• Stable-maturity

People
• Values
• Corporate culture
• Preferences
Functional

- Human Resources
- Accounting
- Manufacturing
- Marketing
Divisional

- Product Division 1
  - H.R.
  - Accounting
  - Manufacturing
  - Marketing

- Product Division 2
  - H.R.
  - Accounting
  - Manufacturing
  - Marketing

**Types**
- Product
- Regional
- Customer
- Process
Control Process

1. Establish performance standards
2. Evaluate actual performance – compare to standards
3. Take Corrective Action if necessary

The cycle continues through these steps.
Total Quality Management (TQM)

- Employee involvement
- Focus on the customer
- Benchmarking
- Continuous Improvement
TOOLS of TQM

- Check Sheets
- Scatter Diagrams
- Cause-and-Effect Diagrams
  - Fish bone chart
- Pareto Charts
- Flowcharts
- Histograms
- SPC-Statistical Process Control
Armand V. Feigenbaum

Originator of Total Quality Management

Continuous Management Innovation