



**GROWTH
BYTES**

Marketing

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1) INTRODUCTION

The marketing department is a key element that focuses business activities towards implementing corporate vision and mission.

Its core responsibility is to drive, short and long term, sales and profits through brand building to attract more customers and through category management. Brand building efforts are aimed to justify a better profit margin, thus improving corporate income. On the other hand, long term sales and profits through category management efforts that would focus on category opportunities that would increase category customer base targeting potential customers across different trade channels thus, extending the category limits vertically and increasing short and long term sales opportunities.

Also the marketing department is the key element of exposing the category's trading benefits for our customers and thus to ensuring a wider range of customers leading to a higher sales and profits (short and long term)

2) WHAT IS MARKETING?

While Brand X cola or even Coca Cola may win blind taste tests over Pepsi cola, the fact is that more people buy Pepsi cola than any other cola and, most importantly, they enjoy the experience of buying and drinking Pepsi Cola. The fond memories of childhood and refreshment that people have when they drink Pepsi is often more important than a little bit better cola taste. It is this emotional relationship with brands that make them so powerful.

The first key question is how do we define a brand?. A brand can be simply defined as a set of values associated with a product that is recognized by the minds of the consumers. A brand must be a blend of rational, emotional & physical appeals. The blend must be unique and result in a clear personality that will offer benefits of value to consumers.

It is the proprietary visual, emotional, rational, and cultural image that you associate with a company or a product. When you think Volvo, you might think safety. When you think Nike, you might think of Michael Jordan or "Just Do It." The fact that you remember the brand name and have positive associations with that brand makes your product selection easier and enhances the value and satisfaction you get from the product.

A product is something that is made in a factory. A brand is something that is bought by a customer. A product can be copied by a competitor A brand is unique. A product can be quickly outdated. A brand is timeless

The fact that you remember the brand name and have positive associations with that brand makes your product selection easier and enhances the value and satisfaction you get from the product

2) STRATEGY

This document favours the option of focusing on the core categories while developing a strategy plan. The Marketing department efforts should be focused on core categories and should coordinate with other departments, whom will assist, to achieve the marketing strategy(s), plans and objectives.

This document outlines the design for . Marketing Department. It defines the elements necessary to create an operational marketing department. The new design focuses on integrating strategy, process, human performance and categories:

- Core Categories:
- Non-Core Categories:

The key components of the strategic direction in . marketing department should be in line with corporate vision and strategy. It is recommended to focus company's strength while planning a strategy rather than fixing its weakness.

- ✓ Any strategy by a marketing department should include short and medium term objectives. Thus it should quantify sales and profits over the coming 5 years anticipating the category growth and be reviewed on annual basis
- ✓ The marketing department is responsible for setting brand identity and its core values. A brand has been called the most powerful idea in the commercial world, yet few companies consciously create a brand identity. Therefore avoiding creating a company's brand identity by competitors and unhappy customers?
- ✓ The fact that you remember the brand name and have positive associations with that brand makes your product selection easier and enhances the value and satisfaction you get from the product
- ✓ It is the proprietary visual, emotional, rational, and cultural image that you associate with a company or a product. When you think Volvo, you might think safety. When you think Nike, you might think of Michael Jordan or "Just Do It." The fact that you remember the brand name and have positive associations with that brand makes your product selection easier and enhances the value and satisfaction you get from the product
- ✓ And accordingly set the brand positioning and the communication strategy

a. Department operational strategy

The marketing department frame of work should be focused around the below mentioned and activity and thus setting an operational strategy that fits brand and category strategy.

- ✓ Understanding the market: As executives we should research our customers and find the top ranked reasons that customers buy their products rather than their competitors. Thus understanding if the consumers' brand perception is close to the set brand identity. Then, pound that message home in every ad, in every news release, in communications with employees and in every sales call and media interview. By consistent repetition of the most persuasive selling messages, customers will think of us and buy from us when they are deciding on whether to buy from us or our competitors

- ✓ Planning: for a marketing plan (please refer to Marketing plan Template v1.0)

The Marketing Department will priorities its categories according to strategic importance i.e. profit, future growth, market share, market position, brand identity. ...etc. And thus, maintaining the organization's long term benefit:

- Maximize category profits that would maximize . profits.
- More concentration at SKU level (rationalize)
- Each category requires different support

Department Structure:

The below diagram represents a skeleton of A marketing department and does not imply any recommendations for the current . marketing department.



Roles

Below is a detailed responsibilities and roles to be played by different positions and personnel to assure high performance and ensure targets achievements.

Marketing Director

Job Description

Job Title	<i>Marketing Director</i>		
Organization/ Department	. / Marketing	Minimum Grade	7
		Maximum Grade	9
Division	Marketing	Ref.	
Location	Head Office	Cost Centre	./Marketing
Prepared by	Nextmove	<i>Date</i>	
Reviewed by		Date	
Approved by		Date	

JOB SUMMARY

To create strategic guidelines for the marketing team to initiate, design, execute marketing plans and campaigns per category. The Marketing Director works with the Category Marketing manager (s), Brand Manager(s) and their Assistants and marketing coordinators to measure and asses their main tasks and performance. And cooperate with R & D in the process of NPD (New Product Development) & EPD (Existing Product Development).

ORGANIZATION

Next Probable Position		Possible Previous Position at .	Category Manager
Reporting To	General Manager		

HIRING REQUIREMENTS

Educational	
Minimum	A university degree (preferable in Marketing or Finance) or professional qualifications
Preferred	Masters degree in Marketing, Strategic Planning or related fields
Work Experience	

