

“...marketing decisions have long term consequences both positive and negative and must be deployed with diligence.”

The *Structures for Strategy™ Marketing Plan* is a strategy-crafting tool ideal for Market management planning.

This formula is of specific interest to professional career marketing managers for use as a comprehensive checklist in addressing strategic marketing issues.

#### MARKETING PLANNING

is to do with preparing for the future in times of rapid economic & environmental change. It is about strategies designed around resources and their management through differentiation.

Marketing planning is about the scientific understanding of how markets react to induced stimuli and clarifies the boundaries between the market place and the organization.

- Useful for the:
- SBU / general / corporate manager
  - Small business owner
  - Entrepreneur

... seeking to ensure that the brand they manage is deployed with the best results.

The unique design of the framework templates and methodology, utilised throughout the planning format, provides a pathway towards a profiled market posturing segmented to best address.



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Structures for Strategy™

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## The Marketing Plan

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# ALLEN H. MUNRO