

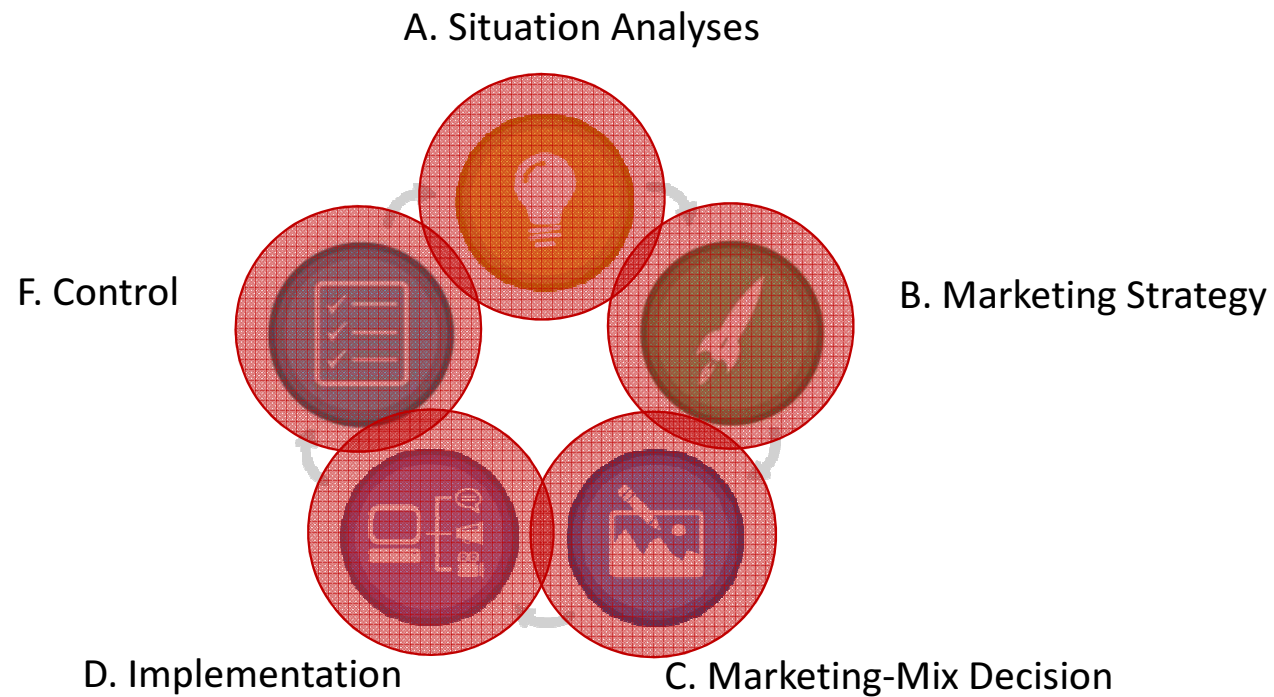
«How can we more successfully sell our t-shirts?»







Marketing Process



Marketing Process

A Situation Analyses

A thorough **analysis of the situation in which the firm finds itself** serves as the basis for identifying opportunities to satisfy unfulfilled customer needs.

B Marketing Strategy

Once the best opportunity to satisfy unfulfilled customer needs is identified, **a strategic plan for pursuing the opportunity** can be developed.

C Marketing-Mix Decision

Detailed tactical decisions are then made for the **controllable parameters of the marketing mix**.

D Implementation

At this point in the process, the marketing plan has been developed and **the product has been launched**.

F Control

The marketing process does not end with implementation - **continual monitoring and adaptation is needed** to fulfill customer needs consistently over the long-term.

Quelle: <http://www.netmba.com/marketing/process>

A Situation Analyses

What are our strengths, what are our weaknesses?

Questions

1. Do you already have business partners (stores, shops ...)?
2. When will you start selling the t-shirts?
3. Where do you plan to sell the t-shirts?

A Situations Analyses

Questions

- 1 Business partners?
- 2 Launch (start of sale)?
- 3 Points of sale?

Germany

- 1 eight stores in Brühl, youth groups and graduating class
- 2 March/June
- 3 see question one

Poland

- 1 no comercial partners (not allowed), high price, fair trade unknown
- 2 we sell as soon as we have the t-shirts
- 3 through Parent's Council (students are too young)

Spain

- 1 same situation like Poland
- 2 we sell as soon as we have the t-shirts
- 3 we sell directly from students to individuals

Switzerland

- 1 one store in Lucerne
- 2 January/February
- 3 School, Events

A Situations Analyses

Strengths

Independent (school),
close to the consumer

Weaknesses

little commitments,
perhaps no sensibility for
sustainability,
too young students

B Marketing Strategy

Opportunities

close to schools

Threats

no need (demand),
fair trade is not relevant,
too expensive,
t-shirts are homogeneous goods

C Marketing-Mix Decision 4P's

Product done, t-shirts with different designs

Price done, purchase price 18.50 €, selling price 22/24 CHF \approx 19.70/21.50 €

Place school, virtual place (web)?

Promotion social media / viral marketing?

C Marketing-Mix Decision SMART

SMART (Specific Measurable Accepted Realistic Time Bound)

«How can we more successfully sell our t-shirts?»

Specific t-shirts with different designs

Measurable 1 000 units

Accepted everybody helps to reach the objectives

Realistic school, parents, friends, social media, viral marketing

Time Bound till the end of 2016

C Marketing-Mix Decision AIDA



Attention

Interest

Desire

Action



TELL STORIES!

C Marketing-Mix Decision Social media

Social media are computer-mediated **tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos** in virtual communities and networks. *Social media* is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the **creation and exchange of user-generated content.**"



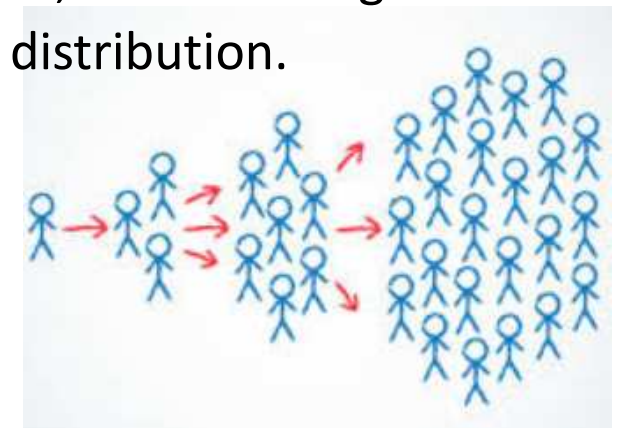
Source: https://en.wikipedia.org/wiki/Social_media



C Marketing-Mix Decision Viral marketing

Viral marketing is a buzzword referring to marketing techniques that **use pre-existing social networking services** and other technologies to try to achieve marketing objectives (such as product sales) through **self-replicating viral processes**, analogous to the spread of viruses or computer viruses.

It can be delivered by **word of mouth** or enhanced by the **network effects of the Internet** and **mobile networks**. Viral advertising is personal and, while coming from an identified sponsor, it does not mean businesses pay for its distribution.



Source: https://en.wikipedia.org/wiki/Viral_marketing#Methods_and_metrics

Don't forget!

D Implementation

F Control

6-3-5 Brainwriting Introduction

6-3-5 Brainwriting is brainstorming through the medium of graphics, it is classified under the intuitive and progressive methodologies as **it involves driving inspiration from other members** in a cyclical way.

The grounding of such technique is the belief that the success of an idea generation process is determined by the degree of contribution and integration to each others suggestions, and specifically it is meant to **overcome the possible *creativity barriers*** brought up by issues such as interpersonal conflicts, different cultural backgrounds and reasons of intellectual properties.

6-3-5 Brainwriting Procedure

- The topic of the session is «How can we more successfully sell our t-shirts?». You get a sheet with four rows, **everybody creates three suggestions** (idea 1, idea 2 and idea 3).

KANTONSSCHULE MUSEGG

6-3-5 Brainwriting Worksheet

Topic of the session: «How can we more successfully sell our t-shirts?»

Name	Idea one	Idea two	Idea three

to complete the first row and write down the first drawn, through a symbol or however).

passed on to the participant on the right side. Now the ; or completing the ideas, or decide to ignore them

worksheet is completely filled.

and writes them to the «result sheet».

6-3-5 Brainwriting Teams

Team A

Carmen Aeschbacher

Eric Wenzl

Łysaków Kamila

BARCELO COMPANY, AGNES

Max Gosch

Chmurska Natalia

Team B

Katja Gisler

Jann Rohpohl

Czekaj Karol

BORRAS SANCHEZ, JOSEP
RODRIGUEZ BOIZA, JENNIFER
YUDAN

Marco Scheutwinkel

Team C

Aline Hunkeler

Hannah Lück

Waldman Aleksander

COMAS FERRER, CATERINA

ROIG NOMURA, AINA

Evi Mengen

6-3-5 Brainwriting Teams

Team D

S raphine Pagnier

Lisa Kaus

Augustynowicz Agnieszka

JIMENEZ GUASP, MARINA

MUNAR MACHIO, MONICA

Lilly Heidrich

Team E

Livia Caviglia

Alina Jujka

Brodzki Michał

PL  BOFFI, MARIEL JIMENA

MATHIS BOVER, ALBERT

Poliwka Wiktoria

Team F

Solvej Canova

Jacqueline Kiehnel

Koch Dalia

SANTIAGO VIVEROS, ANGEL

MAR  CIRAC, PAULA

Amrei Krabbe

6-3-5 Brainwriting Teams

Team G

Pietrewicz Marcelina

Marvin Jäntschi

Lewandowski Wiktor

SERRANO MUÑOZ, ANTONIO
JOSE

MALONDRA GARCÍA, MARINA

Wierzbowska Dominika

Team H

Anna Balster

Jana Ludwig

Biś Michał

PICÓ PAREDES, FRANCISCA

Lena Mithöfer

HEREDIA OULAD SIBOURIA,
ISMAEL

Team I

Lore Fehlings

Jannik Putz

Głuch Przemysław

VILLALONGA MENORCA, PAU

Ilkowska Aleksandra

BALLE RIVERA, ALBA

6-3-5 Brainwriting Teams

Team J

Ravza Bakici

Jonas George

Chrobak Adam

ABRINES PONS, MARIA DE LA
PAU

Lachowska Magdalena

ARTIGUES MAS, MARIA

Team K

Max Orthey

Turkiewicz Joanna

ARROM VIGARA, ANGELA