

Creation of a marketing plan for a food supplier

Task

A food supplier did not have a coordinated marketing plan. Marketing operations such as trade show organisation, technical article writing, and advertisement placement were handled by the individual departments (sales, R & D, marketing) were initiated unilaterally without consultation with other departments. A central overall marketing group was missing in the company that could learn important market information such as new products from the competitors and international fairs and symposia. We will methodically bring together information from all departments and objectives and measures will be derived for all departments.

Objective

To develop and implement an overall marketing plan. In addition all operations and knowledge of the independent departments need to be embedded in a CRM system making access to relevant information possible for everyone. The marketing plan should offer a qualitative and quantitative analysis for decision making and implementation. Through the realisation of the plan, the work of all departments will be more efficient and cost-effective.

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Methods

- ◆ Workshop with the involved departments to adapt the knowledge of all parties, show the information gaps and make the departments sensitive to the community actions for the company.
- ◆ Develop measures and procedures, set up forms, and embed information in the CRM system.
- ◆ Train the employees to use the new system.

Result

We set up a jointly developed marketing plan with an analytical function that is a useful tool for planning and control in the company. This tool highlights high priority sales and reflects the activities of the company and the individual departments, while keeping everyone involved with a common knowledge base.

A high acceptance of the system and its implementation was achieved through the inclusion of the involved employees of all departments concerned and allowed this plan to go live.