

Marketing Plan

Part 1: Content Review

Matching

1. E. mission statement
2. B. market segmentation
3. I. SWOT analysis
4. G. product strategy
5. C. market share
6. F. PEST analysis
7. J. vision statement
8. D. marketing plan
9. A. environmental scan
10. H. promotion strategy

Completion

1. Competition
2. place strategy
3. situation analysis
4. metric
5. Marketing strategy
6. price strategy
7. Market potential
8. product positioning
9. action plan
10. marketing tactic

True or False

1. True.
2. False. Preparing a marketing plan takes time and research.

3. True.
4. False. Place strategies involve decisions how and where products are produced, acquired, shipped, and sold to customers.
5. False. Marketing Tactics may be the longest section of the marketing plan because it lists many specific activities.

Part 2: Concept Review

Marketing Plan

1. executive summary
2. sales analysis
3. marketing strategies
4. action plan
5. business description
6. market analysis
7. marketing strategies
8. marketing strategies
9. business description
10. sales analysis
11. action plan
12. action plan
13. sales analysis
14. marketing strategies
15. action plan

Marketing Strategies

1. Student answers will vary.
2. Student answers will vary.
3. Student answers will vary.
4. Student answers will vary.
5. Student answers will vary.

Part 3: Marketing Math

Analyzing Market Share

Calculating Dollar Sales

Market Share (%) data are provided in the Student Workbook. Sales (\$), Multiply by 360°, and Nearest Degree (°) are student answers.

Rank	Company	Sales (\$)	Market Share (%)	Market Share (decimal)	Multiply by 360°	Nearest Degree (°)
1	Private Label	1,581,200	13.4	0.134	48.24	48°
2	Aquafina	1,215,400	10.3	0.103	37.08	37°
3	Dasani	1,168,200	9.9	0.099	35.64	36°
4	Glaceau Vitaminwater	1,132,800	9.6	0.096	34.56	35°
5	Poland Spring	708,000	6.0	0.06	21.6	22°
6	Nestle Pure Life	684,400	5.8	0.058	20.88	21°
7	Glaceau Smartwater	672,600	5.7	0.057	20.52	21°
8	Deer Park	448,400	3.8	0.038	13.68	14°
9	Glaceau Vitaminwater Zero	377,600	3.2	0.032	11.52	12°
10	Ozarka	354,000	3.0	0.03	10.8	11°
Total top 10 companies		8,342,600	70.7	0.707	254.52	255°
Total other companies in industry		3,457,400	29.3	0.293	105.48	105°
Industry total		11,800,000	100.0	1.0	360.0	360°

Visualizing Market Share

Circle graph labels, clockwise from top:

- Private Label (48°)
- Aquafina (37°)
- Dasani (36°)
- Glaceau Vitaminwater (35°)
- Poland Spring (22°)
- Nestle Pure Life (21°)
- Glaceau Smartwater (21°)
- Deer Park (14°)
- Glaceau Vitaminwater Zero (12°)
- Ozarka (11°)
- Other Companies in Industry (105°)

Part 4: Be Your Own Leader

Strengths and Weaknesses

1. Student answers will vary.
2. Student answers will vary.

3. A. Student answers will vary.
B. Student answers will vary.
C. Student answers will vary.
D. Student answers will vary.
4. Student answers will vary.
5. Student answers will vary.