

Example of business plan on marketing plan

[Business](#), [Marketing](#)



Following American Psychological Association's Guidelines

MARKETING PLAN 2

The marketing communication plan for Pro-Go Kids can focus on the following aspects:

Pricing: Since the product is relatively new, and yet faces competition from Mana Nutriton and Plumpy Nuts(Nutriset. 2010), Pro-Go Kids must focus on penetration marketing. The prices must be initially low, so that customers find it cheaper to get the benefits from the product, without compromising on quality. Since Pro-Go Kids have a cheaper cost of production, their selling prices at a lower margin would ensure profit. Customers will be lured, and with the benefits that Pro-Go Kids provides, the loyalty will grow. A customer base will ensure further growth and then prices might be increased. But initially the prices must be placed at a lower level.

Distribution: Since the products need to reach further channels domestically as well as internationally, the distribution channels must be sound. The products must initially be distributed as per the direct-to-customer model. Later a sales team could be appointed to target the market segments accordingly. For international markets, outside sales rep can be appointed. Retailers can be appointed too, once the product reaches stabilization.

Advertising and Promotion: The products must be promoted aggressively, and the campaigns should show how beneficial they are. The internet must be saturated with the information of the same, and the campaigns must focus on what differentiates Pro-Go Kids from others. There must be add-ons and buy-ons.

Customer Service: There must be a 24/7 customer service, via phone calls or

email service. There must be a feedback channel for the customers, and any grievances or information is to be given by twelve hours from the time the customer raises a ticket.

MARKETING PLAN 3

Works Cited:

- Nutriset (2010). Plumpy'Nut. Retrieved from <http://www.nutriset.fr/index.php?id=92>

Nutrition. (n. d.). Retrieved from <http://www.unicef.org/nutrition/>