

Analysis of marketing plans for forever charge

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



Marketing plan analysis

Marketing plan for Catching Coupons (By Collins, Monte, Alderei, and Alameri)

An application that is installed in a cell phone or a similar device and collects data on discounts in stores and restaurants is the product. Objectives of the intended marketing are to create awareness of existence of the product, to expand customer base, to increase usage of the product among consumers, and to increase frequency of usage among consumers. Below is analysis of elements of the marketing plan.

The main strength of the marketing plan is its identification of significant areas that a marketing plan should consider. This is evident from discussion in each slide and includes analysis of the environment, SWOT analysis, marketing objectives, marketing strategies, and marketing implementation. This identifies a comprehensive basis for understanding the marketing environment and helps in ensuring a detailed marketing plan. Organization and precision of contents of each of the areas are however not adequate for an effective marketing plan. Environmental analysis fails to discuss customer factors and this means missing links in the plan. Other factors such as recession, competition, and technology advancements are just mentioned but are not discussed. Environmental factors, as used under environmental analysis, are also not specific because even technological factors, recession, and competition are environmental factors. Such organization of the section into external, internal, and customer factors and a discussion of aspects of each of the group of factors would have been appropriate. Even though SWOT analysis appears organized (Ferrell and Hartline 38, 39), its contents

are not accurate. Helping to promote business, for example, is more of an objective than an opportunity, and if an opportunity exists for promoting business then that should be discussed with clarity.

Marketing plan for Forever Charge (By Group G)

The marketing plan is for Forever Charge, a product of BKSK Inc. The product is a wireless charger that is new in the market and is being marketed for a new company. Objective of the plan is to win consumers' trust towards sales and profits. Below is analysis of aspects of the plan.

The marketing plan is detailed and this allows for consideration of factors to success of plan implementation. Each of the sections of the plan is organized into subsections in which details are discussed. Analysis of the marketing environment, for example, includes discussion on technological, competitive, economic, socio-cultural, legal, and social factors to the marketing environment. This ensures effective decisions on the explored areas. The same quality is observed under SWOT analysis in which strengths, weaknesses, opportunities, and threats are discussed and not just stated. Despite the detailed discussion, the plan does not include some fundamental aspects and this could undermine its effectiveness. Internal environmental factors are important to operations and should be considered under environmental analysis (Ferrell and Hartline 38). Competence of sales personnel is an example of a very important factor to marketing and failure to identify strengths and weaknesses of the team is likely to undermine utilization of available problems and management of weakness. The weakness is crucial to the plan because even SWOT analysis does did not consider such factors. Considering all elements of a marketing plan and

discussing each of them, with the identified depth would therefore improve the plan.

Works cited

Ferrell, O. and Hartline, Michael. Marketing strategy. Mason, OH: Cengage Learning.