Situation Analysis for Marketing Strategy

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Situation Analysis

- Common elements relevant for building foundation for alternatives:
  - Customer*
  - Economic
  - Natural Environment
  - Competition
  - Cultural/Social
  - Infrastructure
  - Legal/Political
  - Technology
  - Internal (structure/resources/capabilities)
- Order of elements must form logical chain.
  *Customer (Consumer/Client/Guest/…) always first
- Additional elements may be necessary

Problem Statement → SA

PS: Acme Foods needs to modify their current channel strategy to reduce by 15% the costs associated with transfer of goods without increasing the time to get the product to the consumers.

SA:
1. Consumers
2. Channel structure (location & concentration of channel members)
3. Product Assortment (perishable vs staples vs variety)
4. Infrastructure (road/rail/water/air)
5. Economics (channel costs, CoL, inflation/wages, …)
6. Culture (24/7, online ordering, home delivery, …)
7. Competition (primary/secondary/tertiary)
8. Technology

Situation Analysis – PMI Structure

Customer
- Detailed, well researched, discussion of element that will provide possible solution to PI
- Plus – Obvious points of exploitation
- Minus – things that need to be neutralized
- Interesting – potential points of differentiation (Conclusion/summary)

(Repeat)
Situation Analysis

Good Writing

Every 1st and 2nd level section
• Introduction (no heading) explains what will be discussed and how presented.
• Body is a comprehensive, detailed, research based discussion.
• Conclusion (no heading) a self evident summary providing discussion of relevance.

Business formal writing – no self reference, 3rd person voice, no contractions, no jargon not Business related

PROOF - Must read with one voice

Situation Analysis

Every 1st and 2nd level section will have a self evident Introduction, a Body and a self evident summary or Conclusion

Economy

Research

• Must be current
• Cited & Referenced (Paper Writing Guidelines)
• Triangulated
• Specific

Situation Analysis (see timeline for Due Date)

• As a team, define a single PI
• Together determine the necessary SA elements, and key aspects of each to research
• Divide elements across team members
• Individually: no team work, no collaboration
Complete each assigned element, including analysis
Follow “Paper Writing Guidelines” style
• Font, margins, citations, references
• Exception: No cover, put class time followed by name in upper right corner on one line with case name
• At top of page put Problem Statement; then begin SA