

Marketing and Sales Director

SPECIFIC TASKS YOU ARE RESPONSIBLE FOR

Marketing	Sales
<ul style="list-style-type: none"> ○ Conducts market research ○ Designs and implements branding, logo and promotional campaigns ○ Conducts product/service market SWOT analysis ○ Identify consents and licenses required ○ Develop packaging/promotional materials ○ Liaison with media 	<ul style="list-style-type: none"> ○ Prepares product teasers and launches ○ Sells and organises sales team ○ Handles customer queries and complaints ○ Identifies and drives new market opportunities

Beginning of the Year:

- Plan research methods
- Complete market SWOT analysis
- Plan brand (logo etc)
- Develop marketing plan and sales targets

Weekly:

- Develop and execute market research
- Develop and execute marketing activities
- Develop and execute sales strategies, including product launch and trade fair plans

Monthly:

- Report on and review sales activities and targets
- Report on and review marketing plan
- Develop and report on media activities

End of Year:

Completes the marketing/sales section of the annual report

Discusses ongoing marketing/sales opportunities for the product/service

Sales & Marketing Director Annual Planning

Month	
Feb/Mar	Ground Rules, Branding, Logo, Market Research
Apr	Market Testing, Marketing Presentation, YES Market web-site, Sales Training
May	Permissions (trade fair), Teasers
Jun	Product Launch, Trade Fair responsibility, Establishing media contacts , Thank You letters
Jul	Performing, all involved in production and selling
Aug	Diversification, Establish new Markets, Complaints
Sept	Marketing section of Annual Report completion
Oct	End of line sales, Future SWOT of the company Wind up

Chow Down Case Study

Chow Down is a Young Enterprise company that have created the top ten Asian recipes used in New Zealand in a Recipe book with an accompanying DVD.

1) **Target Market Analysis** – Intuitively select the market by circling one option per line for the idea.

Gender:	Male	Female					
Age range:	0-10	11-20	21-30	31-40	41-50	51-60	60+
Ethnicity:	Pakeha	Maori	Asian	Pasifika	Other		
Family Income \$(000)	16-35	36-55	56-75	76 +			

2) How would you find out the following key information?

- a) The target market dynamic
- b) How many people in the target market in your city
- c) Whether the product has already been created
- d) What price to sell it for
- e) Distribution methods

Given your intuitive answers:

- What areas does the target market live in?
- What Radio Stations would they listen to?
- How would you best reach these people to promote this product?
- How can they purchase their own copy?
- What are the advantages of this method over other distribution networks?
- What are the disadvantages?

Branding

Circle 3 key words to describe the product emotion.

Love, Competitive, Support, Comfort, Relax, Anger, Good time, Sullen, Cold, Hot, Exhausted, Confused, Pain, Strength, Involvement, Exciting, Funny, Hungry, Tired, Cool, Important, Warmth, Warm fuzzy, Friendship, Frustrated, Humour, Wow, Safe, Security, Lustful, Playful, Organized, Creative, Hype, Pressured, Bored, Cleansed, Saucy, Adventurous.

Create a slogan for Chow Down encapsulating these emotions.

Create a logo that links to your Slogan.