

Blackblot BMP* Seminar Action Plan

* Part of the "Business and Market Planning™" seminar.

<p>1. Planning Fundamentals</p> <ul style="list-style-type: none"> • Make it easy to implement a plan by ensuring it is simple, specific, realistic, and complete. • Remember that all plans are living documents. 	<p>2. Market Opportunity</p> <ul style="list-style-type: none"> • Identify and justify a valid market opportunity. • Size and confirm the market opportunity with numbers. 	<p>3. Business Information</p> <ul style="list-style-type: none"> • Never assume that a market exists for your company's product or service. • Always provide supporting information.
<p>4. Market Segmentation</p> <ul style="list-style-type: none"> • Invest in properly segmenting the market as to gain improved effectiveness in your marketing and product development efforts. 	<p>5. Business Case</p> <ul style="list-style-type: none"> • Perform a business case for every product. • List ROI in all applicable forms. 	<p>6. Business Case Delivery</p> <ul style="list-style-type: none"> • Know the business case well as you must be able to defend it.
<p>7. Value Proposition</p> <ul style="list-style-type: none"> • Strive to be unique. • Create a value identity for your product. 	<p>8. Competitive Advantage</p> <ul style="list-style-type: none"> • Create a meaningful competitive advantage that is based on quality. 	<p>9. Marketing Messages</p> <ul style="list-style-type: none"> • Make sure plan readers completely understand the product's value messages and positioning messages.
<p>10. Marketing Strategy</p> <ul style="list-style-type: none"> • Blend the marketing mix variables to generate an optimal, positive and desired response in the target market. 	<p>11. Business Planning</p> <ul style="list-style-type: none"> • Prime purpose of a business case is to convince; therefore, be clear, logical and comprehensive. 	<p>12. Market Planning</p> <ul style="list-style-type: none"> • A marketing plan may work only if it fits your business, your goals, and your financial situation.

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