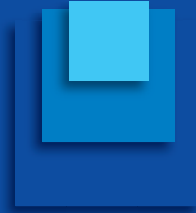


SOLUTIONS  
MARKETING  
& CONSULTING



***“If you don’t think about the future you won’t have one”.*** Forsyth from The Forsyte Saga



## BUSINESS PLANNING TOOLKIT

**Tony Nix AASA. MBA**

Short Presentation  
Version 2.07.1



## WHY PLAN?



Is your organisation active or reactive?

Are you clear on where you are right now, where you want to go and how you're going to get there?

Could you benefit from a fresh look at your business in terms of where you compete and how you compete?

***Without a doubt, the highest risk strategy is not to plan!  
Or to plan half-heartedly!***

## WHAT PLANNING CAN DO FOR YOU

Through our *re-thinking* planning process, we have already helped major brands like Westfield, Greater Union, Landcom and Angus & Coote, redefine the focus or direction of their business (or brand).

Now we can help you do the same, in four easy steps by helping you:

**1** UNDERSTAND YOUR  
BUSINESS LANDSCAPE  
(EXTERNAL)

**2** AGREE YOUR  
DESTINATION  
(IN SESSION)

**3** IDENTIFY YOUR  
PLANNING GAPS  
(IN SESSION)

**4** ADJUST YOUR  
MARKETING MIX  
(IN SESSION)

You will develop *new insight & agreement* about:

- Your prime target customers
- Your competitors strengths and weaknesses
- Your company strengths & weaknesses
- Your brand essence & positioning
- The gaps that hinder your performance
- The strategies needed to close these gaps.

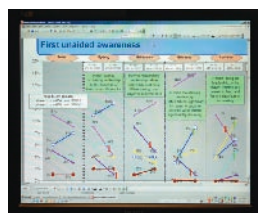
***For a market solution that is “beyond the obvious”***



## OUR BUSINESS PLANNING PROCESS

### 4 EASY STEPS

#### 1 THE BUSINESS LANDSCAPE (EXTERNAL) *"Re-thinking your knowledge base"*



- We gather, sift, analyse and synthesize the detail of your business to determine 'where your business is now and how you got there'.
- If more information is required we conduct the necessary market research.
- Then we present our findings in an easily understandable report.
- Knowledge of your business landscape is the critical base for the Strategy Planning Session as it facilitates common agreement on current problems and opportunities.

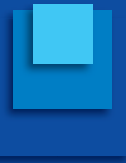
#### 2 STRATEGY PLANNING (IN SESSION) *"Re-thinking your destination strategy"*

#### 3 STRATEGY PLANNING (IN SESSION) *"Identifying your planning gaps"*

#### 4 STRATEGY PLANNING (IN SESSION) *"Delivering your strategy"*



- A one day session which brings key management together to determine:
  - Where you want to go?
  - How you're going to get there?
- We define the strategy in terms of:
  - Where to compete
  - How to compete
- We create an action plan, responsibilities and timelines to deliver the strategy.



# OUR BUSINESS PLANNING PROCESS

## 4 EASY STEPS



### BUSINESS LANDSCAPE

(EXTERNAL)

1

### STRATEGY PLANNING

(IN SESSION)

2

3

4

5

## 1 Understand your Landscape

### 4C's - The Micro Environment

- CATEGORY - • scope • structure • size • growth • market shares  
• strategic positions
- CUSTOMERS - • primary & secondary • pareto 80/20 rule  
• demographics • psychographic values  
• needs & wants • buying & using behaviour
- COMPANY - • financial 3-5 yrs P & L • 7 p's strengths  
& weaknesses (• product & service • pricing  
• placement • promotion • presentation • people  
• process) • brand awareness • loyalty
- COMPETITORS - • direct • indirect • substitutes • key strategy  
• 7 p's strengths & weaknesses

### The Macro Environment

- P.E.S.T - • Political • economic • social & environmental  
• technological
- SWOT - • Internal strengths & weaknesses • external  
• opportunities & threats.

Where  
are you  
now?

Where  
are you  
coming  
from?

## 2 Agree your Destination

- BRAND WHEEL - • Attributes • benefits, • core values
- PERSONALITY GRID - • Exciting • rugged • competent  
• sincere • sophisticated
- BRAND ESSENCE - • "The Soul of the Brand "
- BRAND POSITIONING - • What's better & whats different?
- 3 YEAR VISION & OBJECTIVES - • Markets • customers • products • prices  
• operations • people • financial

Where  
do you  
want  
to go?

## 3 Identify your Planning Gaps

- 7 p Gaps (• product & service • pricing • placement • promotion  
• presentation • people • process )
- Build on your strengths • fix weaknesses • capitalise  
on opportunities & avoid threats.

How  
will you  
get  
there?

## 4 Adjust your Marketing Mix to fill your Gaps

- 7 p Strategies (• product & Service • pricing • placement • promotion  
• presentation • people • process )
- Change or tweak your customer target strategy
- Agree on your strategy priority

How  
will you  
measure  
your  
success?

### SUMMARISE KEY DECISIONS

Where to compete - • Product & service range • target audience  
• placement

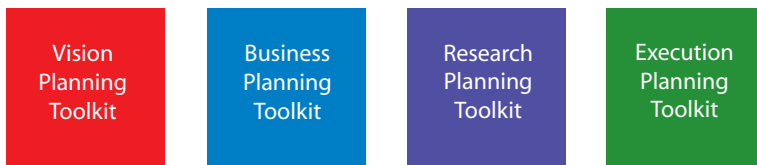
How to compete - • Your competitive advantage • investment  
strategy • functional support strategies

### PERFORMANCE MONITORING

AGREE - • Action plans • responsibilities • timelines  
• custodian • progress reviews.



## OUR VISION PATHWAY



***Objectives and strategy are easy, vision and execution are the hard parts.***



Solutions Marketing & Consulting provides practical advice to companies involved in fast-moving consumer goods, brand retailing, industrial & new technologies and communication companies.

Since its formation in 1990, the firm has successfully completed over 350 assignments for more than 70 major companies and organisations such as Angus & Coote, Colorado, Big W, Greater Union, IdeaWorks, Landcom, Thrifty, Vodafone, Westfield and Weston's Biscuits.

We improve competitive position and customer value by providing a *re-thinking* process, resulting in new insight and focus.

Through *re-thinking* we take a fresh look at your business with the aim of delivering a market solution that is 'beyond the obvious'.

We are also very experienced in Vision Planning, qualitative and quantitative market research and measuring and tracking service quality. If your interest is more in these areas rather than in Business Planning, we have short & colourful presentations on the following:

1. **Our Vision Planning Toolkit** (including most of the key planning tools)
2. **Our Research Planning Toolkit** (including the 50 most important market research questions)
3. **Measuring & tracking service quality** - "Servqual".





**Tony Nix** has 25 years experience of director level positions in Computers, Finance and Marketing with some of the world's best managed companies.

He holds a Master Business Administration degree from the William E. Simon Graduate School of Business, University of Rochester, NY, one of the USA's top business schools. He is also a qualified Associate member of the Australian Society of Accountants.

Tony's background includes the positions of Financial Director with Colgate-Palmolive and marketing management and Marketing Director positions with Colgate-Palmolive, Arnott's Snack Foods and Epson Computers.

He has been the Principal of Solutions Marketing Pty Limited since its formation in 1990.

### **Your Invitation**

.... to a short and colourful presentation on generating new insight & focus by one or more of the following:

- 1. Our Vision Planning Toolkit** (including most of the key planning tools).
- 2. Our Research Planning Toolkit** (including the 50 most important market research questions).
- 3. Measuring & tracking service quality** - "Servqual".

Alternatively, you may just want to have a chat about the issues in your business.

### **Tony Nix**

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For solutions beyond the obvious SOLUTIONS MARKETING & CONSULTING ABN 15 071 114 960  
• Qualitative & quantitative market research • Existing business analysis • Business problem diagnosis  
• New business modelling • Direct marketing solutions • e-commerce & marketing strategies  
• Service quality improvement

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## ABOUT THE AUTHOR