Introduction

Objective and Scope

MTL aims to establish itself as a key player in the field of Electronic and Print Media Sectors.

The purpose of this manual is to provide guidance on Market and Distribution operations at MTL. This manual is meant to guide the day to day activities and decision making for all concerned stakeholders and is designed to ensure consistency and transparency in the functioning of Marketing and Distribution department.

Scope and Application

This manual is applicable to all the activities related to marketing, distribution and advertising.

Compliance with Marketing and Distribution Manual

Compliance with this manual is mandatory to facilitate generation of necessary information in an effective and efficient manner. Accordingly, policies detailed in this manual must be followed by Marketing & Distribution Department.

Layout and Structure of the Manual

Structure of Marketing and Distribution Manual's important components are as follows:

1. Introduction

2. Roles and Responsibilities

3. Developing a Marketing Strategy

4. Business Development

5. Advertising

7. Practices that MTL shall avoid

Responsibility of Implementation

Responsibility to implement the policies and procedures in this manual lies with CEO of MTL.

Roles and Responsibilities



Marketing Manager

Marketing manager shall be responsible for all the activities carried out in order to promote the Print Media and Electronic media businesses. Key activities include:

• Understanding current and potential customers and viewers

• Managing the customer journey (customer relationship management)

• Developing the marketing strategy and plan

• Management of the marketing mix

• Managing agencies

• Measuring success

• Managing budgets

• Developing guidelines

• Making customer focused decisions

He shall also be responsible for the effective management of marketing and distribution functions i.e. delegated or outsourced.

Marketing Analyst

Marketing analyst shall assist the Marketing Manager in his work and shall be responsible for all the activities delegated to him by Marketing Manager.

Sale Agents

MTL shall appoint Sale Agents to help in increasing the circulation and distribution to the targeted readers and viewers.

1. Developing a Marketing Strategy

What is Marketing?

Putting the right product in the right place, at the right price, at the right time.

Fundamental Marketing tools and techniques



SWOT Analysis

Introduction

The process of SWOT analysis evaluates our strengths, weaknesses, market opportunities and potential threats to provide competitive insight into the potential and critical issues that impact the overall success of the business. Further, the primary goal of a SWOT analysis is to identify and assign all significant factors that could positively or negatively impact success to one of the four categories, providing an objective and in-depth look at MTL's business.

Each of the four categories provides specific insights that can be used to cultivate a successful marketing strategy, including:

Strengths

Positive attributes internal to our organization and within our control. Strengths often encompass resources, competitive advantages, the positive aspects of those within our workforce and the aspects related to our business that we do particularly well, focusing on all the internal components that add value or offer us a competitive advantage.

Weaknesses

Factors that are within our control yet detract from our ability to obtain or maintain a competitive edge such as limited expertise, lack of resources, limited access to skills or technology, substandard services or poor physical location. Weaknesses encapsulate the negative internal aspects to our business that diminish the overall value to our products or services provide. This category can be extremely helpful in providing an organizational assessment, provided we focus on an accurate identification of MTL’s weaknesses.

Opportunities

Summary of the external factors that represent the motivation for our business to exist and prosper within the marketplace. These factors include the specific opportunities existing within our market that provide a benefit, including market growth and resolution of current problems or the basic ability to offer a higher degree of value in relation to our competitors to promote an increase in demand for our products or services. One element to be aware of is timing. For example, are the opportunities we’re catering to ongoing or is there a limited window of opportunity?

Threats

External factors beyond the control of MTL that have the potential to place our marketing strategy, or the entire business, at risk. The primary and ever-present threat is competition. However, other threats can include increased government regulation, economic downturns, and negative press coverage. Though these forces are external and therefore beyond our control, SWOT analysis may also aid in the creation of a contingency plan that will enable us to quickly and effectively address these issues should they arise.

* + 1. 7 P's of Marketing

The concept of 7 p's of Marketing says;

You just need to create a product that a particular group of people want, put it on sale some place that those same people visit regularly, and price it at a level which matches the value they feel they get out of it; and do all that at a time they want to buy. Then you've got it made!

MTL shall follow 7p's of Marketing while developing its Strategy.

Product

As per goods-service continuum, our product (i.e. units) has intangible aspects, and is the thing we offer to satisfy your customers’ wants and needs.

Within this element, we shall consider such things as your product range; its features and the benefits it offers; and any add-on guarantees and customer service offerings.

Price

Sound pricing decisions are crucial to a successful business and should be considered at both long-term strategic and short-term tactical levels.

Within this element of the mix we shall consider our products including Daily News Papers, Weekly Journals Magazines etc; terms and conditions of payment; and the price sensitivity of our market. Worth remembering is the connection of price to our position in the marketing.

Promotion

This is the element of the marketing mix that most people mean when they talk about ‘marketing’. But jumping straight into decisions about what promotional tools to use without considering their relationship to the rest of the mix can be a sure-fire way to waste money.

There are many different promotional techniques, each with their own strengths but essentially they can be broken down into four broad categories: Advertising; Public Relations; Sales Promotions; and Direct Selling. These techniques shall be used to communicate the specific benefits of your product to our customers.

Place

The use of the word ‘Place’ describes distribution / circulation channels.

Choice of such channels is important, as we may use variety of channels.

People

The impact that our people on our marketing cannot be underestimated. At its most obvious, this element covers our front line sales and customer service staff who will have a direct impact on how our product is perceived. We shall consider the knowledge and skills of our staff; their motivation and investment in supporting our brand.

Process

As we know that our product is ‘high contact’ and tangible, so it is very important to get our processes right. If we look at this from our customers’ point of view, the process problems that are most annoying to a customer are those that are designed for the provider’s convenience, not the customer.

Physical Evidence

Our customer often buy our product on trust. And to help them do so we need to provide as much evidence of the quality as possible.