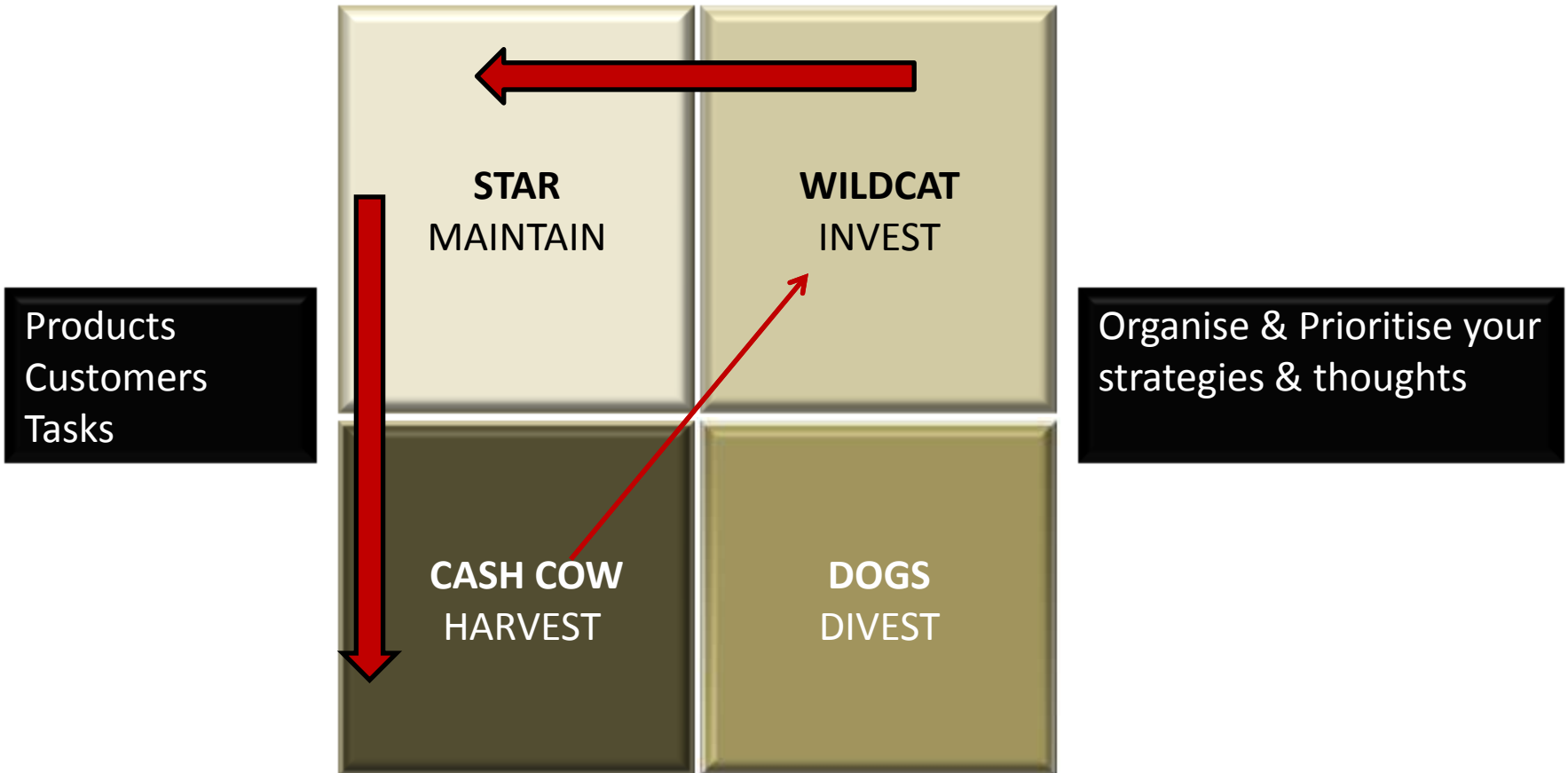




Tips and Techniques

Tips and Techniques

Boston Consulting Matrix



BRAND PLANNING (How to Dominate)



AIM

**Unfocused plans
comprise profitability**

RIFLE SHOT ACCURACY



Segment, Segment, Segment



Focus on Core:

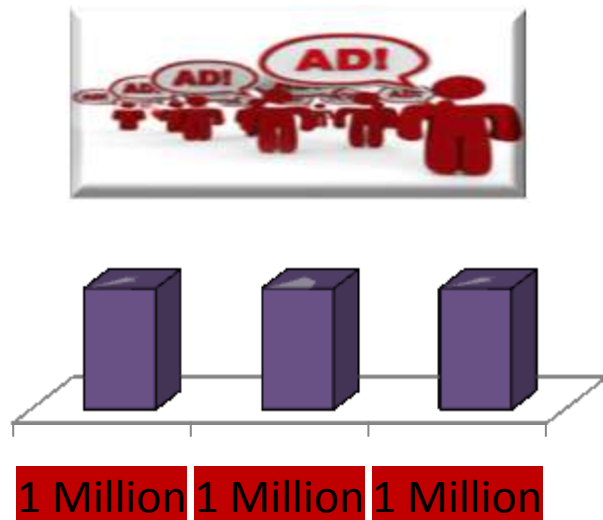


Target Strategies & objectives

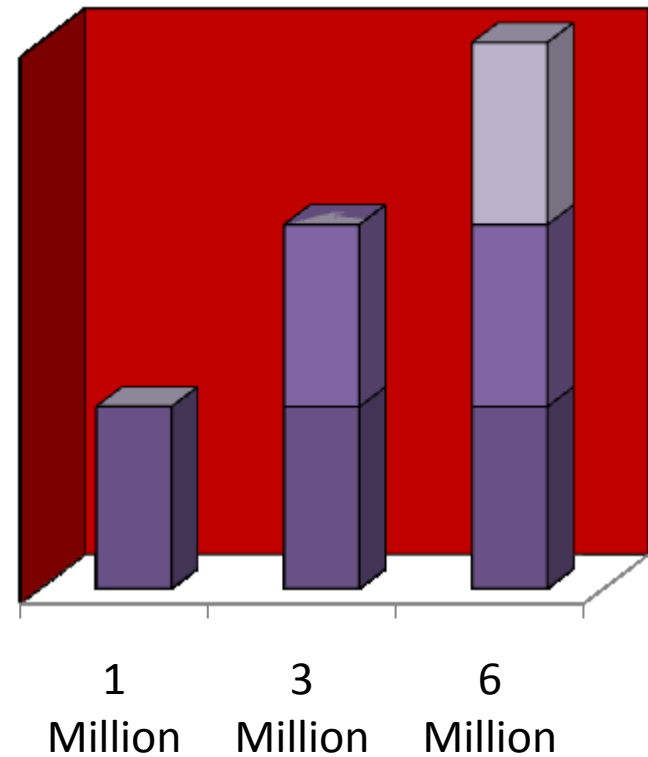


Focus Packaging & Presentation

Compounding Value (retentive memory)



R 1 Million



R6 Million

Launch Cost Implications/Strategies

Advertising impact

- If product is being announced [higher cost]
- Added as a line extension [Lower cost]



Brand Elasticity - Careful about bastardising a brand message

Make Resources Sweat

- ◆ Eliminate waste 80/20 principle
- ◆ Focus on core products – markets – channels – customers
- ◆ Planning a Shop/ Restaurant **Focus on Core design packaging elements**
- ◆ Spend your time managing **High Priorities/return items**
- ◆ **Don't send all your time on your OWN skills area**



Men – Money – Machines

Measuring Results

- ◆ **First year goals e.g. market share – sales actual – distribution channel achievements**
- ◆ **Set targets so you can gauge success/failure**
- ◆ **Monitoring goals e.g. Actual costs - Cash flow**
- ◆ **ROI - Return on Investment**



You can't manage if you can't Measure