

CHAPTER THREE: SOLUTION DESIGN PROPOSAL

This chapter features the proposed marketing tools that are to be utilized in the development of the Strategic Marketing Plan (SMP) which I have elaborated with the aid of other company members, as it was my undertaking to foster the marketing scheme and develop the matters to undergo strict scrutiny, contemplation and finally establishment as the proposed components of the SMP, as well as to present and justify my proposed set of actions cited below.

Having had analyzed *Abril's* current situation within the Canadian market; positive acceptance and up dated market data, in addition to the conscious threat that the possibility of a staining period represents their desire to export becomes central to the company, therefore the executive decision of developing an SMP to add to their existing Export Business Plan (EBP) was made.

No other options were contemplated due to the fact that this assignment was in succession of the faulty EBP previously elaborated.

Firstly a serious and profound market analysis must be carried out. Within this study a marketing strategy will be developed, sustained by a marketing mix and an action plan. This first stage is vital, as it represents the heart of the proposal; it is composed of information gathering and data arrangement.

It starts by conceiving a synopsis of the environment in which *Abril* is to launch their products including the economic, political-legal, socio-cultural and technological current situations in Manhattan, NY. A market summary with a profound understanding of the target market as well as the industry and market trends should be presented including a perceptive overview of the competition and the main competitors.

A financial review was then the next logical step to follow as we must be aware of the current monetary situation that the company faces, together with their present sales, costs and expenses; including a consolidated balance sheet that would give way to an understanding of the profits and therefore being able to project an accurate financially viable situation in the market that *Abril* is to venture in.

Having gathered this information, a SWOT analysis ought to be presented to function as a key to the later strategy development.

With all this information, I would then be able to create a healthy marketing strategy. Specifying what is to be accomplished, where action must be taken and how to reach the company's overall goal is the protocol to follow to enable the prim objectives. This strategy and its components should be long-term focused and associated with *Abril's* corporate objectives.

The marketing strategy mentioned above takes into account the projected marketing mix; product, price, place and promotion.

After the appropriate strategy has been chosen and the adequate marketing mix has been developed, an action plan should be elaborated to dictate the means necessary to be able to reach the strategy's objectives. The action plan will outline the tools with which we will be working to achieve the company's goals and will show its milestones, activities, outputs, budgets, and time frames of said doings.

The result of these activities' performance will lead us to formulate a projected balance sheet to avoid any financial surprises that may arise and to insure availability of resources at any given time.

Finally, certain controls will have to be implemented. These controls serve as monitoring mechanisms that will provide feedback to *Abril*, with important data about the relationship between the target market and the company's products.

3.1 Resources

For the completion of this project, human and computer resources were needed. A second person was allocated to aid me in this process, not including supervisory help.

We were able to purchase secondary data such as market reports and key statistical information that were relevant.

We had full disclosure of *Abril's* previous market researches and data reflecting their current and past situation in the Canadian market i.e. where milestones had been noticed and what improvements have been done.

Pertaining to time, the development of the Strategic Marketing Plan took approximately 150 hours; spent mostly on industry and market research. Reports were also be elaborated and submitted to my supervisor. 25 weeks sufficed to conclude this project.

3.2 Limitations

In light of the direction that the proposition I presented to the company was taking, a succinct set of resources were then allocated to me for the execution of the SMP.

A critical portion of my solution design proposal was vetoed since it included confidential information regarding the financial aspects of the company. It was made clear to me that any stages or suggestions to do or that touched on finances would have to be banned from the project, therefore no financial review, analysis or projections were to be included in the SMP.

It is worth mentioning that a budget for the implementation of this study was not provided; although some staff was available to aid and counsel me through the elaboration of my task, even though none of them were fully submerged during the elaboration of this study.

3.3 Amended Solution Design Proposal

After the company evaluated my proposal and the available resources were outlined, some changes needed to be made in order to meet the company's expectations and requirements. Table 2 represents a Gantt's chart timeline divided into 20 weeks; it is the final schedule in which the project is planned to be elaborated, including a brief description of the activities that are to be executed to see this project to its end.

Table 2
Project Development Schedule

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