

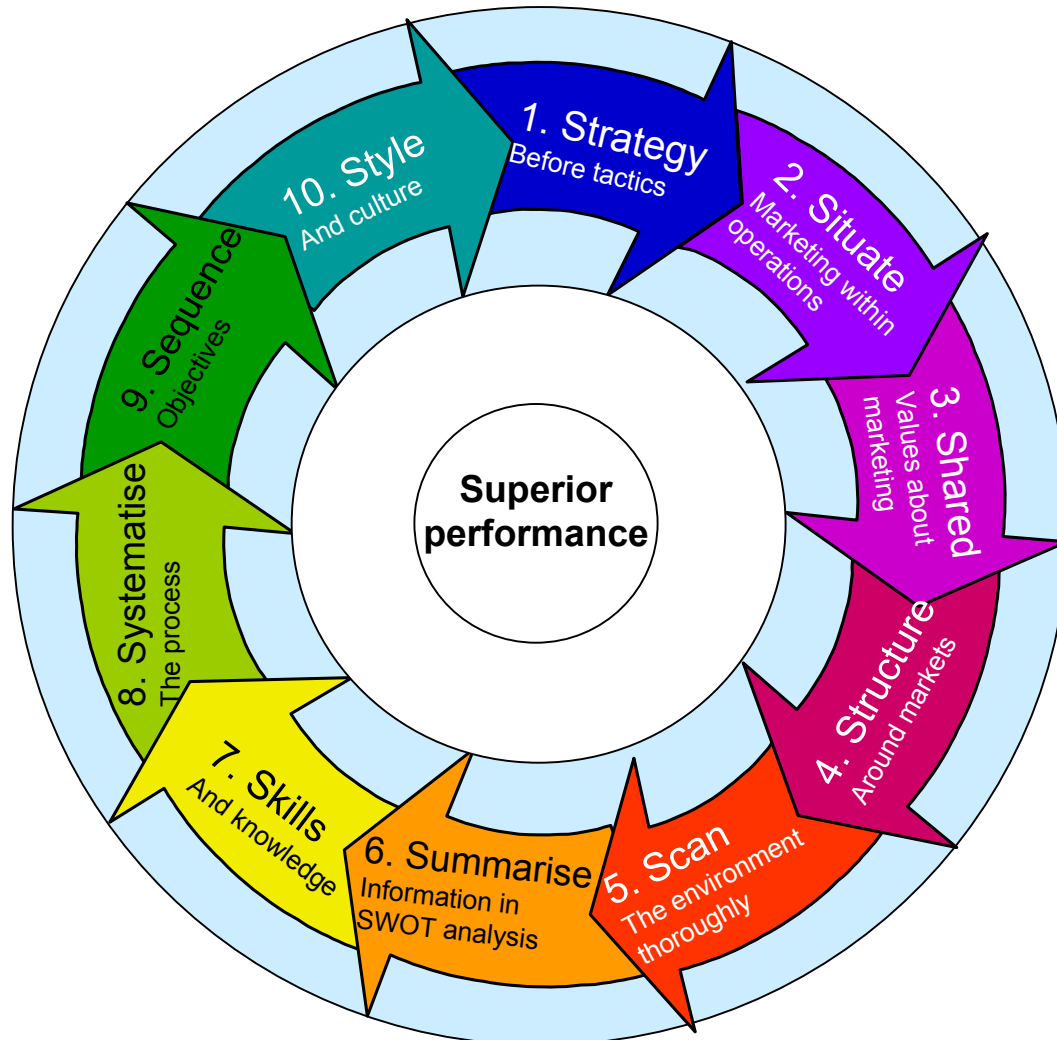
Competitive Advantage

by

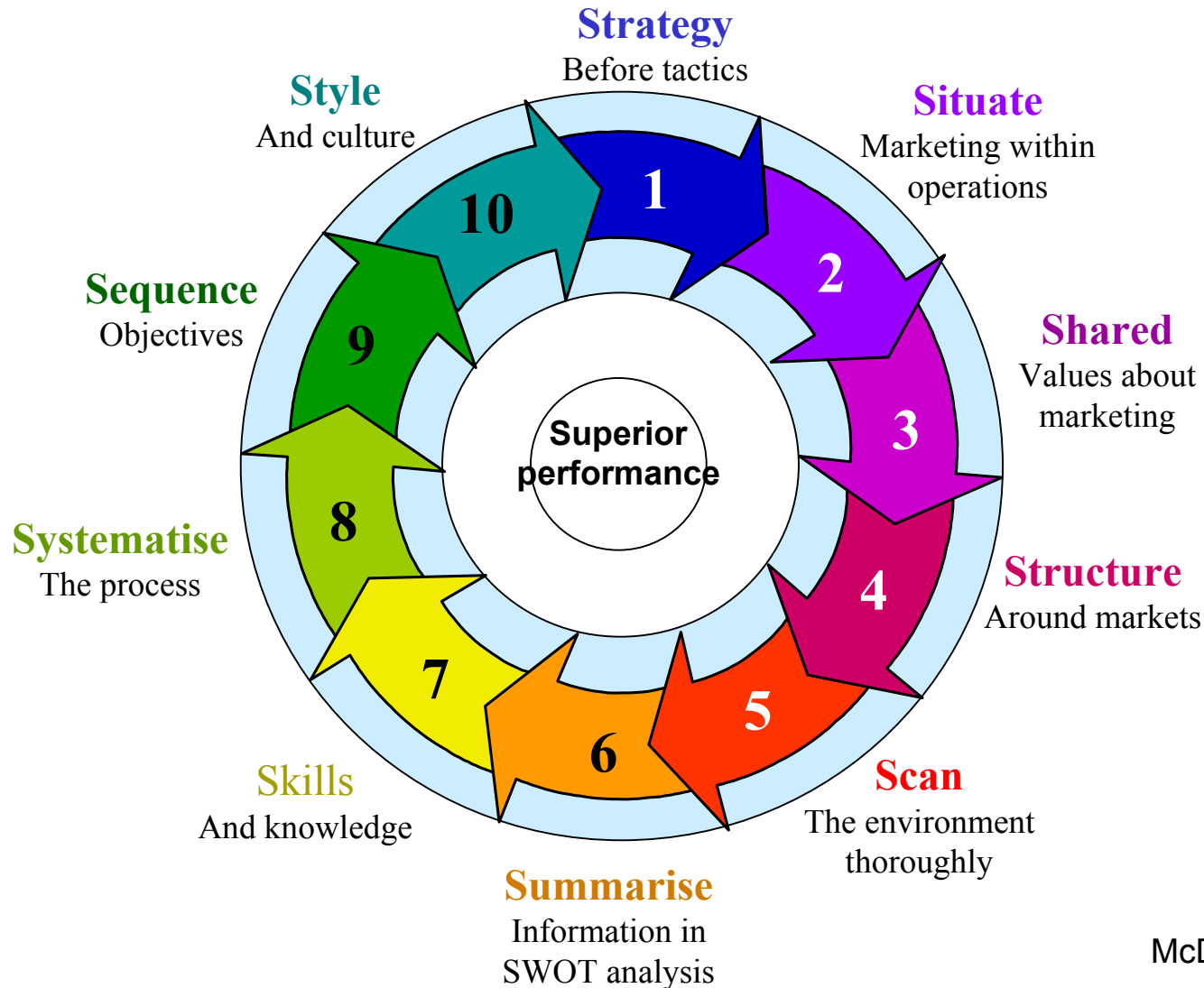
Sebastian Salicru

Results through **INNOVATION**

Marketing Planning for Competitive Advantage (The 'Ten S' approach)



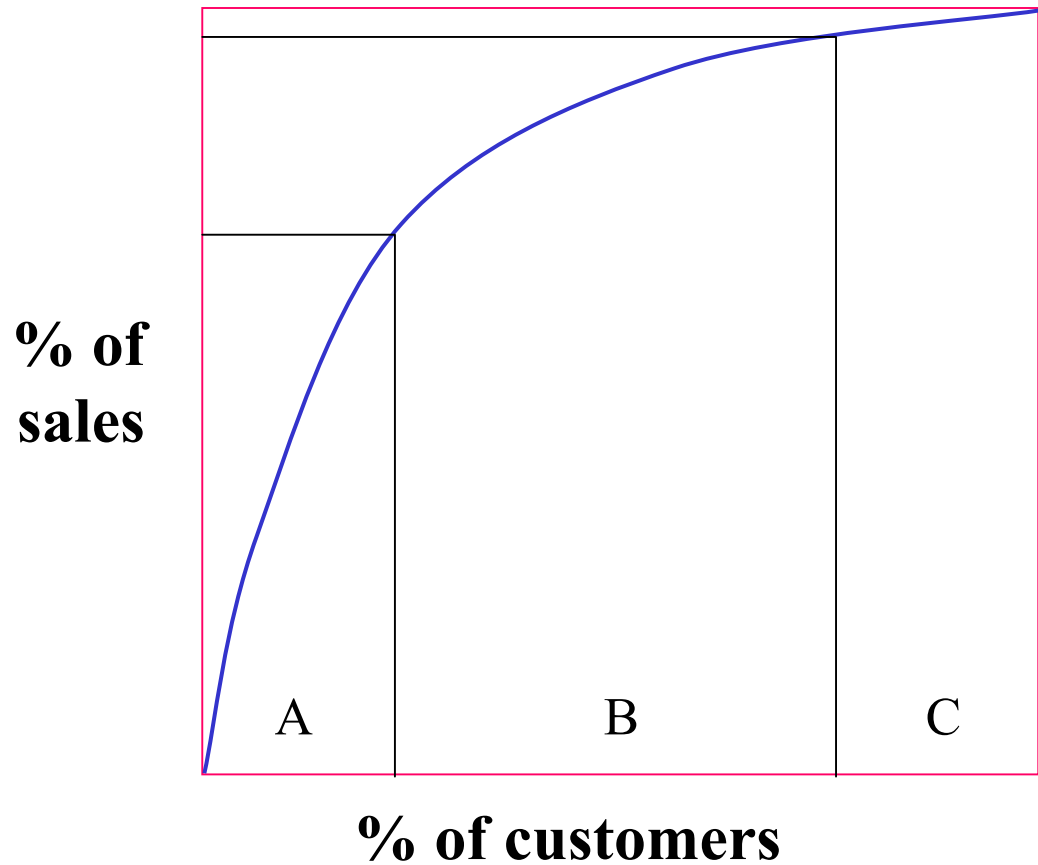
Marketing Planning for Competitive Advantage (The 'Ten S' approach)



McDonald (1990)

Pareto Effect

Factors affecting price



The '80/20' effect

Marketing Strategy

		MARKETING STRATEGY	
		<i>Ineffective</i>	<i>Effective</i>
MARKETING TACTICS	<i>Efficient</i>	Die (slowly)	Thrive
	<i>Inefficient</i>	Die (quickly)	Survive

Comparison of Physical & Perceptual Analyses

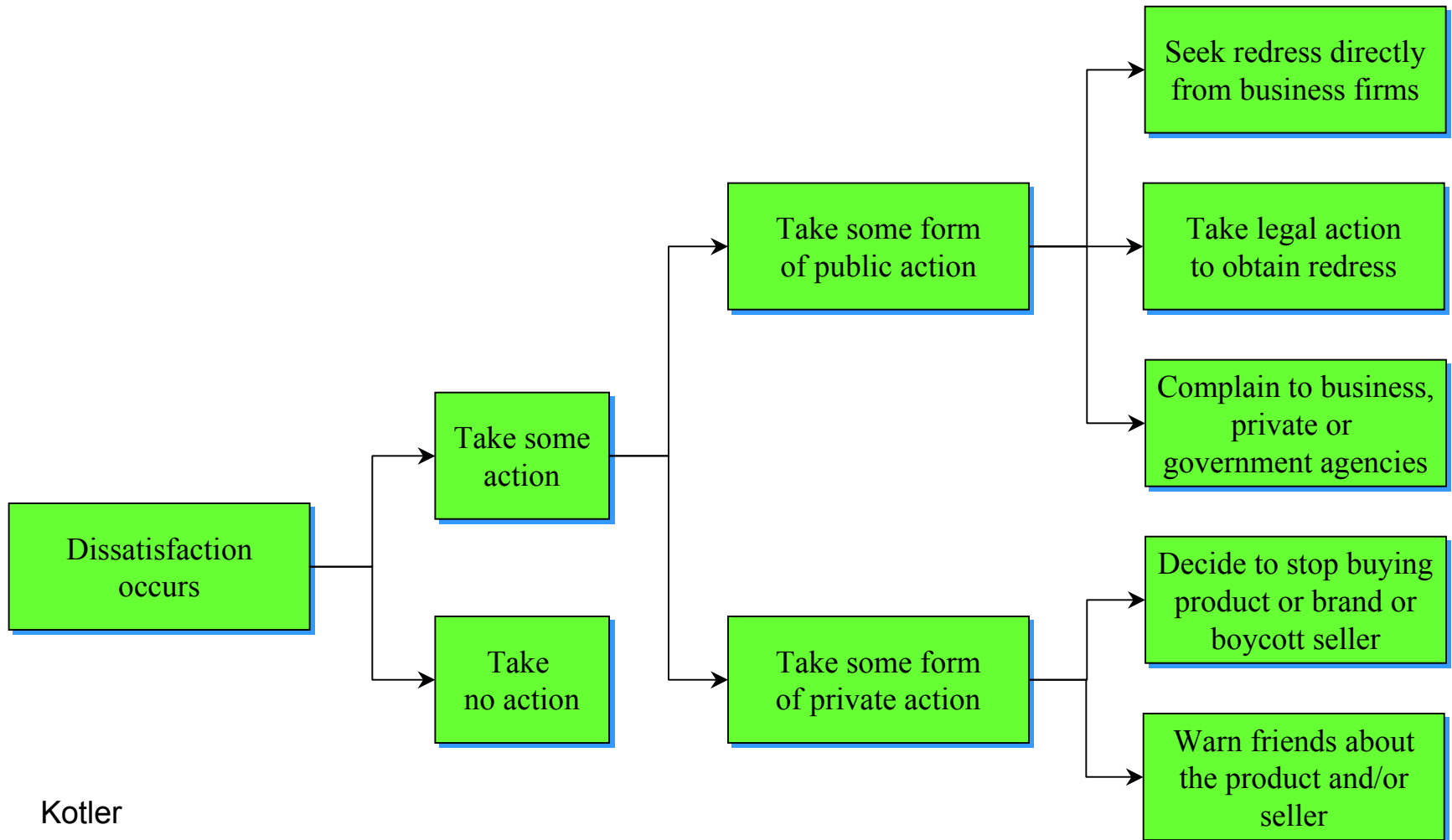
Physical positioning

- Technical orientation
- Physical characteristics
- Objective measures
- Data readily available
- Physical brand properties
- Large number of dimensions
- Represents impact of product specs & price
- Direct R&D implications

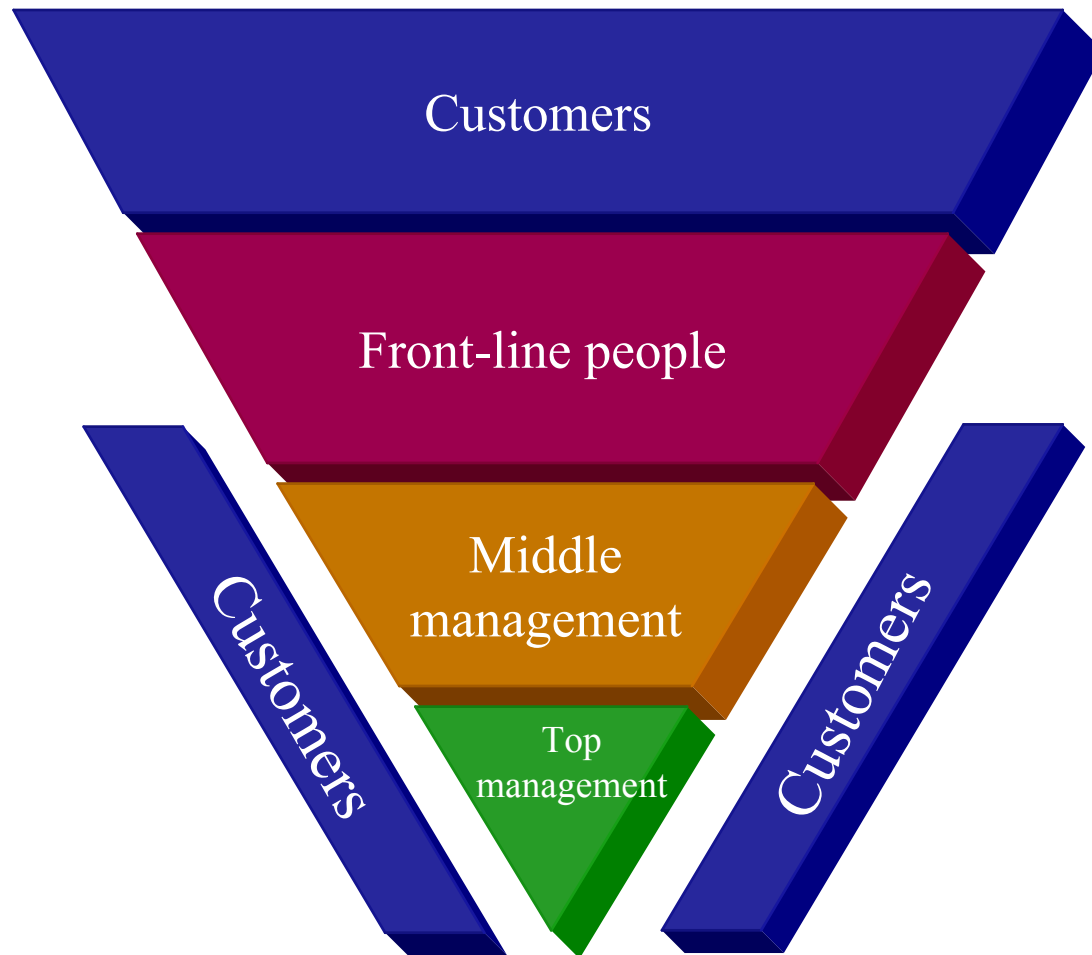
Perceptual analyses

- Consumer orientation
- Perceptual attributes
- Perceptual measures
- Need marketing research
- Perceptual brand positions and positioning intensities
- Limited number of dimensions
- Represents impact of products specs & communication
- R&D implications need to be interpreted

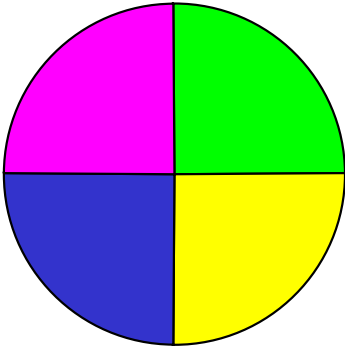
How Customers Handle Dissatisfaction



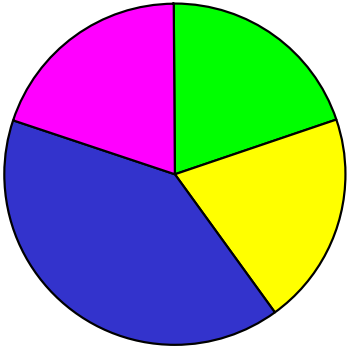
The “Correct” View of the Company Organisation Chart



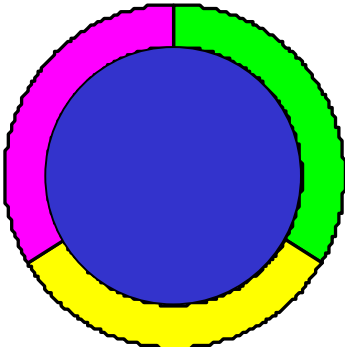
Evolving Views of Marketing's Role in the Company



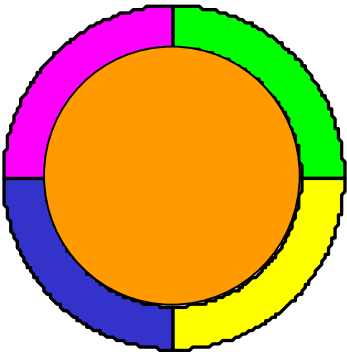
A. Marketing as an equal function



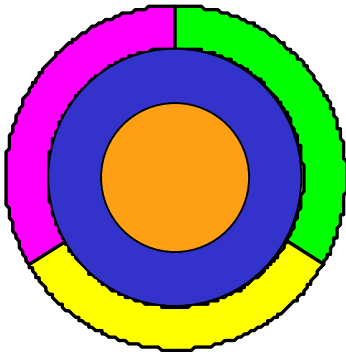
B. Marketing as a more important function



C. Marketing as the major function



D. The customer as the controlling function



E. The customer as the controlling function and marketing as the integrative function

