



Time

2 days



Before Starting

Nothing



Target

Managers in charge of marketing, product development in industrial fields

Objectives

- Identify the interest of Marketing for firms operating in a BtoB industrial and international context
- Identify the main characteristics of the industrial market to integrate them in an adapted marketing approach
- Explore the tools allowing access to the information required for Industrial Marketing
- Define the content of the Industrial marketing core strategy and mix



Programme

I- Analysing the situation

- External environment
- Customer analysis
- the decision process of the buyer system
- the Marketing Information & Intelligence System
- B to B market research
- PESTEL factors
- Competitor's benchmark
- Porter's 5 forces,
- Internal environment
- Conclude with a SWOT analysis

→ Establishing a strategic focus: Identifying key business challenge

- Specific targets, objectives, messages, medias in industrial context
- CRM initiatives

II- Developing and documenting the firm's objectives, strategies, and programs

- Formal statements of desired and expected outcomes of the marketing plan
- Objectives : specific marketing performance targets
- Growth and competitive strategies to support competitive advantage development
- Target market/segment
- Positioning to differentiate

Exact formulation of the 4 Ps.:

- Managing the product & innovation portfolio, New Product development, designing services
- Pricing strategy : cost, value, competition based
- Supply chain and distribution implications: businessmarketing channels, the new trends
- Specific targets, objectives, messages, medias in industrial context
- CRM initiatives