

Do you need help...Setting prices...Understanding your customers...Forecasting future orders?

Some people believe marketing is just about selling, creating promotional material or advertising, but it is far more than that.

Making a product or providing a service is relatively straightforward. The hard part is ensuring that you can offer it to your customers and potential customers at a price they are willing to pay and makes you a profit.

We believe the key to great Marketing Planning is:

- Understand Your Value Chain
- Conduct Robust Analysis
- Produce Realistic Forecasts
- Appreciate The Wider Business Context

Marketing Planning

More Than Just Creating Promotions

We can help you develop and create stronger marketing plans...

Who Is It Aimed At?

The workshop has been designed in such a way that it doesn't matter whether you are in **Sales, Marketing, Finance** or **General Management**. The frameworks and techniques discussed are generic and as such are applicable regardless of which part of an organisation you work in.



Course Modules

The Value Chain	Better understand the relationship between COSTS, PRICES & PROFIT. Be able to have a greater influence on your profitability.
Analysis & SWOT	How to do ANALYSIS the right way. Know what to dial up or down in your business by constructing more robust customer and market S.W.O.T analysis.
Forecasting & Projections	The different approaches and methods you can use to create a FORECAST. Develop more robust and realistic projections to support your business plans and activities.
Business Context	How to conduct a P.E.S.T.L.E analysis to know what will have an impact on what your business. Understand the importance of the wider macro context.

Cost for any 2 modules

½ a day

£125*
plus VAT

Cost for all 4 modules

Full day

£249*
plus VAT

*cost per delegate based on workshops held at your office

For more information contact:

Ashdale Business Consulting Ltd

- Tel: +44 (0) 7967 197533
- Email: info@ashdale-consulting.com
- Web: www.ashdale-consulting.com

