



# GLOBAL MARKETING TEAM (60)

## Regional – 2013

### KEY

***Judges/Graders:***

Please double-check and verify all scores!



# GLOBAL MARKETING TEAM (60)

## KEY

### **Topic: IT'S NOT USED, IT'S JUST NOT NEW.**

IT'S NOT NEW is a business in from Seattle, Washington, created by two high school students, Monica Sweeny and Josh Reed, who realized the fast pace of technology changes is causing many new electronics products to be obsolete from a marketing perspective shortly after they were announced. These products include cell phones, tablets, readers, and laptop computers. There is nothing wrong with these products. They just don't have some of the features or functions of newer models. Monica and Josh have been purchasing these products from local vendors and manufactures for pennies on the dollar and then sell them to students at a price far less than the cost of current newer models. Thus, it's a win-win for everyone.

Monica and Josh now want to expand their business domestically. Select a location where they can expand their business. Help them develop a marketing plan for this expansion. Keep in mind that within 3 years, Monica and Josh want to take this business international. They know a lot about the products they sell, but they need help with taking their business to the next level. You have been hired to guide them in the next steps needed for this to happen. Be prepared to present this marketing plan and your vision for global growth to Monica and Josh.

**Teams who do not submit an entry that follows this topic will be disqualified.**

### **JUDGING PROCEDURE**

- Contestants will be introduced by team number.
- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each team.
- Excuse contestants upon completion of answering judges' questions.
- **There can be no ties in the top ten (10) teams.** It is the responsibility of the judges to break any ties.
- Administrator will fill out ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Scoring Rubrics, Judges' Comments Sheets and contestant materials.
- No audience is allowed in the contest room.

**Please double-check and verify all scores!**

### **MARKETING PLAN TEMPLATE**

Contests must prepare their marketing plan following the template provide in the Style & Reference Manual. A copy is attached for your reference.

## **Marketing Plan (*bold*)**

### **Part I—Synopsis or Mini-plan (*bold*) (DS)**

This section contains an Executive Summary. An Executive Summary defines and illustrates the content of the Marketing Plan. It should be no more than one page in length so as to allow the reader to determine his/her interest in reading the balance of the plan.

### **Part II—Company Goals (*bold*) (DS)**

Included in this part of the Marketing Plan are the objective and/or goals established for the organization. There are items that will generally result in and/or produce outcomes for the company to achieve.

### **Part III—Description of Customers and their Needs (*bold*) (DS)**

This section should define the target market for your product/service. In order to sell products/services, marketing experts must understand the needs of consumers. Having a clear understanding of customer motivations will provide a clear direction for the overall marketing plan. Your market research should include the gathering of demographic information.

In the global market other considerations include communication, traditions and customs, and buying habits. What does your research reveal about your target market?

### **Part IV—Description of Pricing Strategy (*bold*) (DS)**

Pricing involves many factors. The marketing plan must include your rationale for price setting. Included in this section will be all the elements affecting the production process. Differentiate between fixed and variable costs as well as the break-even point. Profit margin should be established in this section.

### **Part V—Competition (*bold*) (DS)**

In this section you provide a clear picture of the overall market. How many other firms/businesses offer the same product/service? What is your plan to win over the customer base when they have a clear choice between your offerings and the other firms/businesses? Is there a place for your business?

### **Part VI—Marketing Mix (*bold*) (DS)**

A good marketing plan answers questions regarding the promotion of the product/service. Will it appeal to buyers? How much should it cost? How does the seller get information distributed to potential buyers? Where should the product/service be sold? How does this

product/service appeal to consumers in other countries? This section should include the factors of price, promotion, and location.

**Part VII—Economic, Social, Legal, and Technological Trends (*bold*)  
(DS)**

Key factors in these areas have a dramatic effect on the success or failure of a business. This section should include your research findings as they relate to the product/service you are marketing. Make sure your findings relate specifically to your marketing plan.

**Part VIII—Human Resource Requirements (*bold*)  
(DS)**

What is the organizational structure of your business? This section should include an organization chart that defines management, supervision, and all levels of employment within your organization as well as job descriptions, required education and skills, and work experience requirements.

**Part IX—Marketing Timeline (*bold*)  
(DS)**

No marketing plan can be implemented without a timeline for yourself and your employees. Include timeframes for implementation of the specific strategies included in your Marketing Plan. Detail employee responsibilities for the items in the timeframe. Timeframes can be as short as one week or as long as one year.

**Part X—Methods of Measuring Success (*bold*)  
(DS)**

How will you determine the success of your marketing plan and your business?

**MARKETING PLAN  
SECOND AND SUBSEQUENT PAGES:**  
All margins = 1"  
Right margin header: Name of Company  
Page 2 (*key the word Page followed by the page number*)