Writing The “Marketing Problem

Marketing Plan Guidelines:

III. Marketing Problem – Summarize the current challenges and opportunities. Describe the business’ problem area whether it is the product, price, location, or promotion. Focus on what is wrong with the marketing concept of the business and what you will be targeting in your marketing plan.

IV. Marketing Objectives – Create a statement of direct (sales increase, market share increase, etc.) and indirect (knowledge increase, interest in brand increase, positive attitude increase) objective of the Plan and briefly how these will be measured. More detail on measurement should be provided in the Evaluation Plan section.

Marketing Problem: PCHS Vision Productions

- Introduction – Background on PCHS Video Productions
  - New and unknown company to student body
  - Staff – Advance photography class
    - Small, but highly qualified
  - Limited financial backing (not a lot of money)
  - Therefore, we can’t over invest in the first year (make more videos than we can sell)
  - New product that is unsought by the student body at PCHS
    - Need to clearly define product, price, promotion, and target market
- Product – the specific content desired by the student body is unknown because this is the first year a video yearbook is being produced.
  - We are unsure of what events and activities are most important to the Students of PCHS
- Price – What price should be set to give a perception of value to the students of PCHS?
- Promotion – What promotion approach would be best in the first year the Video Yearbook is being produced.
- Target Market – What are PCHS Vision Productions’ primary and secondary target market.
  - Must be specific to limit risk in the first year.

Marketing Objectives:

- Clearly define PCHS Vision Productions’ Primary target market.
- Identify content wants of the student body of Pearl City High School.
- Define a price that will portray “Value” to Pearl City High School students.
- Sell 95% of the videos produced.