THE MARKETING PLAN

1. Introduction
2. The marketing plan
3. The case
4. Presentation
5. Conclusion
INTRODUCTION | Short about reteam

**Start**
Founded in 2001, reteam has worked with more than 40 retail destinations from 2,000 m² to more than 100,000 m².

**What we do**
Based on our consumer understanding and retail experience, we deliver competitive and sustainable solutions for retail properties worldwide.

**Global**
We work all over the world. Our head office is in Copenhagen, Denmark, and we have local offices in Canada, The Netherlands, Poland, and Sweden.

**Basic philosophy**
We create desirable retail destinations.

**Research products**
- mind16®
- replacemaking©
- retail research©

**Contact**
Jacques Sinke
Tel +31 653 805 818
Mail: js@reteamgroup.com
Ørestadsboulevard 55 6th fl
2300 Copenhagen S
Denmark
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Marketing Plan Definition

Definition

Part of Business Plan

Changing role/perceptions of marketing’s function and ownership expectations

“Marketing is extremely complex, but at the same time, quite simple. Determine exactly who your ideal customers are and what they want. And then find a way to give them what they want, better, faster, and / or cheaper than your competitors”.

Marketing Plan – definition/what is it

Advantages – why use a marketing plan

Content review – what does the plan include

Implementing the plan – can you get any help

Analyzing the result of the plan – did it work
The marketing planning process involves forging a plan for a firm's marketing activities.

A marketing plan can also pertain to a specific product, as well as to an organization's overall marketing strategy.

Generally speaking, an organization's marketing planning process is derived from its overall business strategy.

Thus, when top management are devising the firm's strategic direction or mission, the intended marketing activities are incorporated into this plan.

“When you combine the seven parts of the marketing mix with the four elements of marketing strategy, you will emerge with a great marketing plan”.
ADVANTAGES

Focus

Accountability

Budget Control

Impact on shopping center NOI

Transitional aid during management changes

“**A great marketing plan has several advantages, it attracts a steady stream of potential customers to your center, it emphasizes your unique selling proposition over and over again**.”
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CONTENT REVIEW

Situation Analysis

Sources of Information

Primary Research

Focus Group

Intercept Surveys

Phone Surveys

Tenant Sales Data

Center/Competitive

Customer Service Desks

Traffic/customer counts

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Facts to Review

Market

Demographic and Economic Data

Transportation – Major Roadway and Driving Time

Natural Boundaries

Competition

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Consumer Information
Demographic
Psychographics
Shopping Habits
Cultural Influences
Local Economy
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Marketing Plan – definition/what is this
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Shopping Center
Access
Appearance
Number and Location of Stores
Product and Price Lines Represented/Merchant Mix
Layout and Design, Amenities
Sales History
Current Market Penetration
Consumer Awareness of Center
Customer Services
Marketing
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Center Retailers
Rent Analyses
Sales Analysis
Occupancy Cost
Lease Terms
Appearance and Services
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Problems and Opportunities

Relative to Market

Relative to Consumer

Relative to the Centers and Competition

Relative To Retailer/Customer Relationships

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“SWOT” Analysis For The Center

Strengths
Weaknesses
Opportunities
Threats

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Goals and Objectives

Sales Goals

Traffic Goals

Market Share

Customer Draw

Sponsorship Income/Other Revenue Sources

Other
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STRATEGIES

Identify Target Markets

Identify Creative Message for Target Markets

Identify Method of Reaching Target Markets

Positioning and Differentiating Your Center

Community Relations Plan

Revenue Generation Plan

Retailer Communications Plan

“The four principles of marketing strategy are; specialization, differentiation, segmentation and concentration”. 

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TACTICS

Execution Details of all Stated Strategies
Timing of Executions
Methods of Measuring/Evaluating Results

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IMPLEMENTING THE PLAN

Proper Utilization of All Available Resources

Support/Continuity of Development, Leasing and Operational Plans

Support/Continuity With Brand Positioning Goals

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ANALYZING THE RESULTS OF THE PLAN

Develop Methods to Measure Results that are Meaningful

Realize Significance of Results to Overall Objective

Communicate Results to Appropriate People

Make Appropriate Adjustments to Future Plan

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THE CASE
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   location/infrastructure
   catchment area
   conclusion

3. Replacemaking
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   meeting
   market
   conclusion

4. Retail in Lödde Centrum
   overview
   retail mapping
   conclusion

5. Lödde Centrum
   visibility
   facades and signage
   parking
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7. Conclusion - yours
**Lödde Centrum**

This shopping mall is located in the south of Sweden in a little town called Löddeköpinge.

2 hours to Berlin

45 min to drive to Copenhagen

25 min to Malmö

15 min to Lund

5 min to the retail park and shopping center “Center Syd”

Lödde Centrum has 5770 m² of retail but also some office-tenants.

The shopping center is owned by a local family and they have invited 4 advertising agencies to give an offer for how to handle the marketing issues.
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Location/infrastructure

Signage opportunity
Local retail
Regional retail
Busses: 122, 126, och 132, 134
Main road for catchment area
People living in the catchment area are attractive from a retail perspective.

There are 7,058 people in the primary catchment area and a total population of 14,768 people.

The average age is lower than Sweden in general, they have more children and the income is 24% higher than the Swedish average.

And a very low unemployment rate.

Source: Ekonomi fakta, SCB

<table>
<thead>
<tr>
<th>Area</th>
<th>Inhabitants</th>
<th>0-19 years in %</th>
<th>20-64 years in %</th>
<th>65 years + in %</th>
<th>Av. age</th>
<th>Middle income, SEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Löddeköpinge</td>
<td>6,407</td>
<td>27</td>
<td>52</td>
<td>21</td>
<td>40</td>
<td>299,200</td>
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<td>Sandskogen</td>
<td>651</td>
<td>31</td>
<td>60</td>
<td>9</td>
<td>35</td>
<td>315,100</td>
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<td>Høfterup</td>
<td>3,467</td>
<td>32</td>
<td>54</td>
<td>14</td>
<td>37</td>
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<td>Furulund</td>
<td>4,243</td>
<td>28</td>
<td>57</td>
<td>15</td>
<td>37</td>
<td>286,300</td>
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<tr>
<td>Sverige</td>
<td>9,625,444</td>
<td>23</td>
<td>58</td>
<td>19</td>
<td>41</td>
<td>241,622</td>
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</table>

<table>
<thead>
<tr>
<th>Tätort</th>
<th>University edu</th>
<th>Employment %</th>
<th>Unemployed %</th>
<th>Self-empl</th>
<th>Early retired</th>
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<tbody>
<tr>
<td>Kävlinge kommun</td>
<td>26,5</td>
<td>83,1</td>
<td>5,3</td>
<td>7,4</td>
<td>5,4</td>
</tr>
<tr>
<td>Sverige</td>
<td>24,8</td>
<td>76,8</td>
<td>8,4</td>
<td>6,8</td>
<td>6,3</td>
</tr>
</tbody>
</table>
Lödde Centrum is easy accessible with car and bus and there is a sufficient number of people for a small shopping mall. The people living here are attractive, high income and quite young.

There is no other local market place for people living in Löddeköpinge.

For people living in Hof terup and Furulund it is no major detour to drive by Lödde on the way home.

The major competitor is Center Syd the regional retail destination 5 min from Lödde Centrum.

If people in the catchment area would spend 536 SEK pr. Month (60 EURO) on average the retailers would be able to pay an acceptable rent.
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Why are people here?

There are three reasons for people to be at a public space: meeting, moving or market.

Meeting covers all kinds of social activity. It can be a restaurant, but it can also be a meeting spot. You can be out to meet a friend or hope to make contact with people you don’t know yet. Or you use the space as your third place, a place with no obligations or people who tell you what you should do (home and work being first and second place).

Moving is when you are at a location on the way to some other place. Your first priority is to pass the place as easy as possible.

Market is when you are in a place because you want to shop.

Each combination of reasons to be at a marketplace asks for individual solutions with regard to store mix, master planning and design.
A lot of people know each other at Lödde Centrum. If the market place is attractive with good bars, cafes and restaurants people will use it when they meet people. It is easier than inviting people home.

If you are home and want social activity you just take the bike and have a simple meal and a glass of wine.

But the offers have to reflect the needs and wants of the inhabitants.

The landlord has already decided to improve the current offer for cafe and restaurants.
Lödde Centrum has a good location for people on the move no matter if they are moving by car or bus. It is a tough competition from Center Syd, but the advantage for Lödde Centrum is that it is very small and therefore you spend less time if you only need to buy milk and pasta.

The parking area is smaller so you don't have to walk very far.

But moving costumers are demanding. The price is not in focus, but time spending and convenient solutions.
Lödde Centrum can not compete with all the other regional retail destinations, larger shopping malls etc. If you really want to shop you go to Lund, Malmö or Copenhagen.

But when people walk by to buy milk, they can shop if they see something they like. If they get a good service it is likely they will become loyal costumers. The store with woman fashion in Lödde Centrum has a large group of loyal costumers.

A local owned store can provide a service that none of the major retail chains can give.
Lödde Centrum can never compete with the other retail destinations as market place. It is too small and the catchment area is too limited to extend the destination.

But Lödde Centrum has a good chance to take the position as the best meeting and moving destination for the catchment area.

The landlord has decided to improve the building and develop the tenants to meet the needs and wishes of the population.
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The following categories are represented in Lödde Centrum:
Care, cosmetic, hair, wellness
Fashion: Woman
Food retail
Food service
Home
Media
Optics
Other
Service

The following categories are not represented in Lödde Centrum:
Accessories
Entertainment
Fashion: children, men, mixed
Jewelry
Lingerie
Shoes
Sport
Children
A retail destination has to have a competitive advantage. It can be the size, the location, mix of tenants etc.

There are many things that Lödde Centrum can never become due to the size and location. On the other hand the size and location offer advantages that the competitors can not copy.
## RETAIL IN LÖDDE CENTRUM | Conclusion

<table>
<thead>
<tr>
<th>Kategori</th>
<th>Lödde Centrum Strategy (32 stores)</th>
<th>Lödde Centrum today (32 stores)</th>
<th>Västra Hamnen (95 stores)</th>
<th>Center Syd (68 stores)</th>
<th>Nova Lund (70 stores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Accessories</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>2. Cosmetics/Care/ Hair</td>
<td>B</td>
<td>B</td>
<td>A</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>3. Electronics</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>4. Entertainment*</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>5. Fashion Children</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
</tr>
<tr>
<td>6. Fashion Men</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>A</td>
</tr>
<tr>
<td>7. Fashion Women</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>A</td>
</tr>
<tr>
<td>8. Fashion Mixed</td>
<td>C</td>
<td>C</td>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>9. Food</td>
<td>C</td>
<td>C</td>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>10. Food Service</td>
<td>B</td>
<td>B</td>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>11. Home</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>B</td>
</tr>
<tr>
<td>12. Jewelry / Watches</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>13. Lingerie</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
</tr>
<tr>
<td>14. Media</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
</tr>
<tr>
<td>15. Optician</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>16. Others</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>C</td>
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<tr>
<td>17. Service</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>18. Shoes</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>19. Sport</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>20. Children</td>
<td>C</td>
<td>C</td>
<td>B</td>
<td>B</td>
<td>B</td>
</tr>
</tbody>
</table>

**Number of category winners**

1  1  4  1  11

A is the highest score very good offer within the category. B is acceptable, average offer. C is lowest score not having any or very limited offer within the category.

The location with the green color has the most attractive offer in the category.

* = Entertainment can be a program made by the landlord. Friday Jazz in the in restaurant etc.

For all the categories marked with red, Lödde Centrum has to fulfil all needs and wants that the population in the catchment area has.
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LÖDDE CENTRUM | IMPRESSIONS
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Lödde Centrum has a bright future as the social heart of Löddeköpinge. The most cozy place to do the shopping on your way home.

How is this going to be communicated to the market?

Please make a suggestion for a marketing plan for Lödde Centrum.
Class Evaluation:

Please remember to complete the class evaluation by using your smartphone or tablet.

Class Evaluations Link:

survey.icsc.org/2014ERPS