

## INDEPTH MARKETING PLAN EXAMPLE (SAMPLE ONLY)

### MARKETING PLAN - ABC ORIENTEERING CLUB

COMPONENT	ACTION
Executive summary	This marketing plan has been developed to help the ABC Orienteering Club to increase the number of junior participants for the 2007.
Table of contents	Introduction Situation analysis Target market analysis Problems and opportunities Objectives Marketing mix <ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> <li>• Place</li> <li>• People</li> </ul> Implementation and control Situation analysis
Introduction	
Situational Analysis	<ul style="list-style-type: none"> <li>• ABC Orienteering Club was established in 1992</li> <li>• Initially, the club only had adult members, junior members were welcomed in 2000.</li> <li>• In the past three years, numbers have been steady with Adult representatives (both male and female individual and team) well-represented, but there has been a drop in junior members, meaning we are not able to enter teams and individuals in all junior event categories.</li> <li>• The community has had relatively stable families that have now grown older and fewer younger teenagers have entered the community to sustain earlier junior level numbers</li> <li>• Two years ago, a new affordable housing estate has opened in the region</li> <li>• This indicates that there are an increased number of children who new to the area that may not know of the club</li> <li>• There are two highschoools in the area. One public school and one private – these are both co-educational and have a defined sports curriculum</li> </ul>
Target Market Analysis	<ul style="list-style-type: none"> <li>• The target market for junior members of the club is all children aged between 12 and 16</li> <li>• The main focus of the campaign will be the new housing estate.</li> </ul>

Problems and Opportunities	<p><b>Problems</b></p> <ul style="list-style-type: none"> <li>• The new residents are not aware of the club</li> <li>• Orienteering is only included in the school curriculum as an option for interested years 13 students (aged 17/18).</li> <li>• Few volunteers available to assist in promoting the club</li> <li>• Lack of experienced senior orienteer members and coaches.</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Large number of new young teenagers in the area</li> <li>• Original adult members now have teenagers of their own in the area</li> <li>• Orienteering New Zealand is due to promote the sport in the local schools over the next 12 months.</li> </ul>
Objectives	To increase the numbers of junior members so that we are able to enter junior individuals and teams into all junior events by 2008.
Marketing Mix	<ul style="list-style-type: none"> <li>• <b>Product</b> - participation by junior members in local, regional and national orienteering competitions</li> <li>• <b>Price</b> – Financial: \$100 annual membership fee, \$80 annual gear rental fee</li> <li>• <b>Price</b> – Non-financial: 2 hours training per week, plus own-time training of up to 4 hours. 6 hours competition on alternate weekends</li> <li>• <b>Place</b> – ABC Orienteering Club (as meeting point), then on to various bush and city sites around the region</li> <li>• <b>People</b> – Volunteers, adequate to run alternate weekend competitions, includes first aid and rescue volunteers</li> <li>• <b>People</b> – Recruitment, need to recruit additional coaches from within experienced senior ranks to support influx of junior members</li> <li>• <b>Promotion</b> – Posters around local community, talks at local high schools, signage on meeting rooms, regular adverts in local paper, flyers to be included with school newsletter, media releases about club successes to local newspapers and radio, banner to be displayed at all events held locally. Existing members to be encouraged to bring along friends and family, hold open day at local recreation centre to allow local teenagers along to try out the various skills required for orienteering.</li> </ul>
Implementation and control	<p>Implementation</p> <ul style="list-style-type: none"> <li>• Book advertising in local paper</li> <li>• Purchase signage for meeting rooms</li> <li>• Purchase banner for local events</li> <li>• Talk to recreation centre management about holding a open day</li> </ul>

	<ul style="list-style-type: none"><li>• Discuss strategies with members to encourage them to bring family and friends along (ongoing)</li><li>• Design/print flyers two weeks prior to school newsletter going out</li><li>• Send in media releases to local paper and radio (ongoing)</li><li>• Meet with high school principals and PE teachers regarding talks at assembly</li><li>• Roster on volunteers from membership to train new participants</li></ul> <p>Control</p> <ul style="list-style-type: none"><li>• Produce a checklist with all marketing activities, their due-by dates and names of those responsible and circulate to all involved</li><li>• Find backup volunteers for all the above.</li></ul>
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