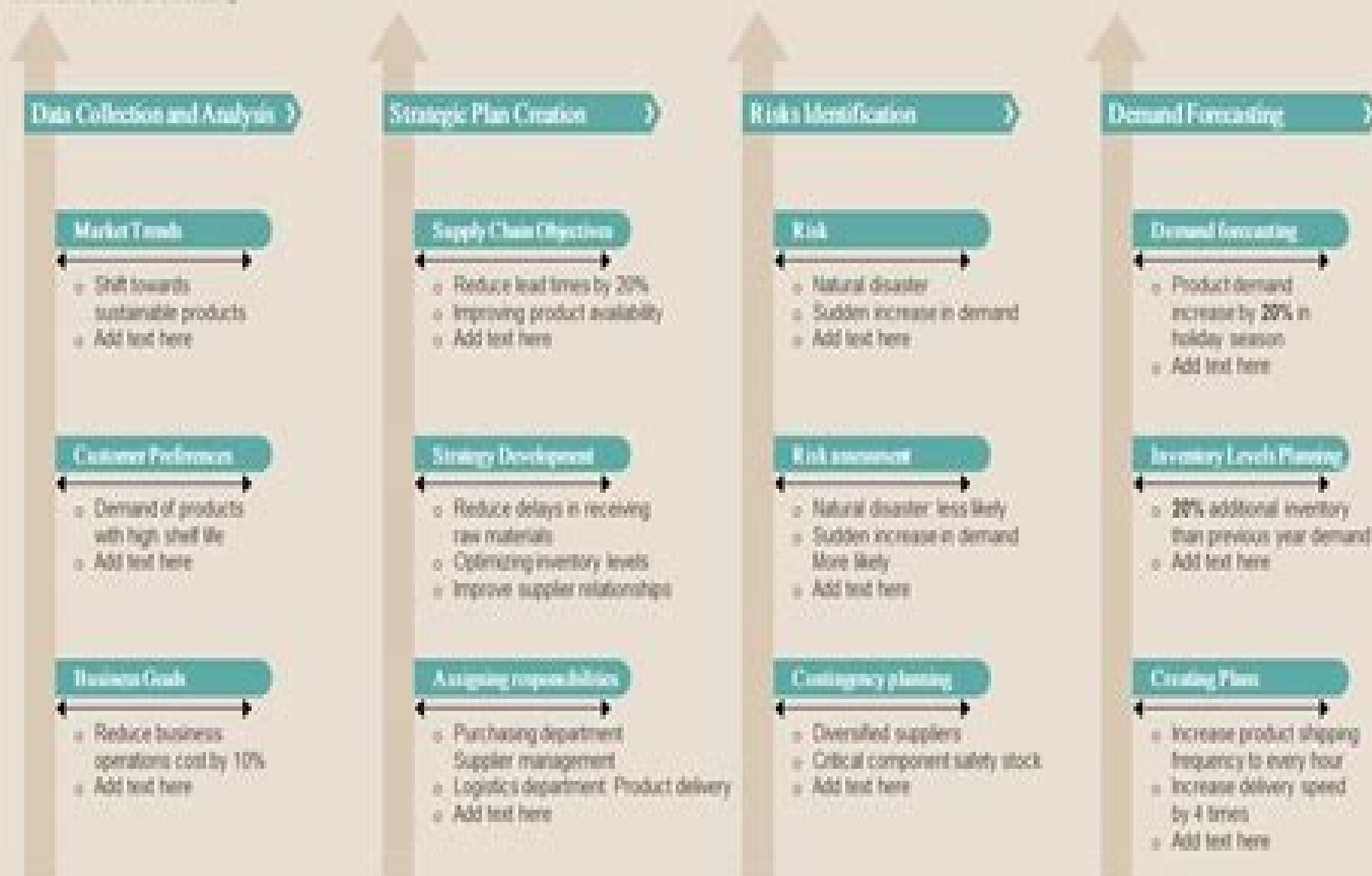


# Strategic planning to meet customer demands and company objectives

This slide provides an overview of the plan created to meet the goals of the firm and production department in order to provide quality products. The slide includes data collection and analysis, strategic plan creation, risk identification and demand forecasting.



# Strategic Customer Planning

**C Cleary**

## **Strategic Customer Planning:**

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*Customer-oriented Strategic Information Systems* Ivan F. Jackson,1992      **Creating Customer Value Through Strategic Marketing Planning** Edwin J. Nijssen,Ruud T. Frambach,2001 Creating and delivering superior customer value is essential for organizations operating in today s competitive environment This applies to virtually any kind of organization It requires a profound understanding of the value creation opportunities in the marketplace choosing what unique value to create for which customers and to deliver that value in an effective and efficient way Strategic marketing management helps to execute this process successfully and to achieving sustainable competitive advantage in the market place Creating Customer Value Through Strategic Marketing Planning discusses an approach that is both hands on and embedded in marketing and strategy theory This book is different from most other marketing strategy books because it combines brief discussions of the underlying theory with the presentation of a selection of useful strategic marketing tools The structure of the book guides the reader through the process of writing a strategic marketing plan Suggestions for using the tools help to

apply them successfully This book helps students of marketing strategy to understand strategic marketing planning at work and how to use specific tools Furthermore it provides managers with a practical framework and guidelines for making the necessary choices to create and sustain competitive advantage for their organizations **Readings in Strategic Management** Arthur A. Thompson,Alonzo J. Strickland,William E. Fulmer,1984

**Strategic Customer Management** Adrian Payne,Pennie Frow,2013-03-28 The first textbook to integrate relationship marketing and CRM Case studies from around the world connect theory with global practice *Strategic and Operational Planning for Information Services* ,1989

**Logistical Management** Donald J. Bowersox,David J. Closs,Omar Keith Helferich,1986 Marketing Management: Strategy, planning, and implementation Benson P. Shapiro,Robert J. Dolan,John A. Quelch,1985 ABC's of Relationship Selling Charles Futrell,Mark Valvasori,2003-07-29 The Second Canadian Edition ofABC s of Relationship Sellingexplores professional selling from a Canadian perspective As the title of the book suggests the text is centered around a philosophy about selling that success requires mastery of selling basics including selecting presentation styles and effective closing techniques In addition other key topics such as ethics and territory management are explored Using a logical step by step approach ABC s of Relationship Sellingtakes students through the selling process and gives them the tools they need to build effective customer relationships Regardless of the career path students pursue knowledge of selling skills such as effective communication and negotiation will prepare them for the workplace *Training* ,1991 *Communication Arts* ,1969

*World Travel and Tourism Review* ,1993 *Strategic Management* Lester A. Digman,1990 **Management** Arthur G. Bedeian,1993 *The African Journal of Finance and Management* ,2006 **Total Quality Management** Joel E. Ross,1995 The bestselling text that swept the country and demonstrated how to develop and apply TQM principles is now fully revised and expanded It s all here TQM benchmarking productivity quality and reengineering the cost of quality and ISO 9000

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