

# 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 departments in order to provide quality products. The slide includes data collection and analysis, strategic plan creation, risk identification and demand forecasting.

## Data Collection and Analysis

### Market Trends

- Shift towards sustainable products
- Add text here

### Customer Preferences

- Demand of products with high shelf life
- Add text here

### Business Goals

- Reduce business operations cost by 10%
- Add text here

## Strategic Plan Creation

### Supply Chain Objectives

- Reduce lead times by 20%
- Improving product availability
- Add text here

### Strategy Development

- Reduce delays in receiving raw materials
- Optimizing inventory levels
- Improve supplier relationships

### Assigning responsibilities

- Purchasing department: Supplier management
- Logistics department: Product delivery
- Add text here

## Risks Identification

### Risk

- Natural disaster
- Sudden increase in demand
- Add text here

### Risk assessment

- Natural disaster: less likely
- Sudden increase in demand: More likely
- Add text here

### Contingency planning

- Diversified suppliers
- Critical component safety stock
- Add text here

## Demand Forecasting

### Demand forecasting

- Product demand increase by 20% in holiday season
- Add text here

### Inventory Levels Planning

- 20% additional inventory than previous year demand
- Add text here

### Creating Plans

- Increase product shipping frequency to every hour
- Increase delivery speed by 4 times
- Add text here

# Strategic Customer Planning

**Nigel F Piercy, Nikala Lane**



## **Strategic Customer Planning:**

**Strategic Customer Management** Nigel F Piercy, Nikala Lane, 2009-03-12 A revolution is taking place in the way companies organize and manage the front end of their organization where it meets its customers Traditional concepts of sales management account management and customer service are being overtaken by initiatives like customer business development the strategic sales organization and strategic customer management This book aims to provide insights into how this revolution is unfolding and to provide a framework for executives and management students to address the issues involved The book focuses on the transformation of the traditional sales organization into a strategic force leading the strategic customer management process in companies Traditionally the area of sales management has mainly been treated as a tactical operational topic in the conventional marketing literature simply part of the communications mix within the planned marketing programme However the emergence of major customers as dominant buyers in many sectors as a result of pressures towards consolidation and enhanced scale of operations is changing the way in which sales issues are addressed in supplier organizations The growth of new forms of buyer seller relationship based on collaboration and partnering has encouraged organizations to reconsider the sales and account management operation as an important source of competitive differentiation in commoditized markets Increasingly sales is being perceived as a central part of business strategy and attention given to the challenges in better aligning sales processes with strategy This has many implications for the design of the sales organization and its management strategy which go far beyond the confines of conventional marketing views

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**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 Customer Planning , 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

*Customer-oriented Strategic Information Systems* Ivan F. Jackson, 1992

**Readings in Strategic Management** Arthur A. Thompson, Alonzo J. Strickland, William E. Fulmer, 1984

Logistical Management Donald J. Bowersox, David J. Closs, Omar Keith Helferich, 1986

ABC's of Relationship Selling Charles Futrell, Mark Valvasori, 2003-07-29 The Second Canadian Edition of ABC's of Relationship Selling explores 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 Selling takes 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

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**Marketing Management: Strategy, planning, and implementation** Benson P. Shapiro, Robert J. Dolan, John A. Quelch, 1985 **Strategic and Operational Planning for Information Services**, 1989 **Management** Arthur G. Bedeian, 1993 *Dataquest*, 2008 *Services Marketing* Karen P. Gonçalves, 1998 Appropriate for courses in Services Marketing In Services Marketing Gonçalves uncovers and examines how the marketing of services differs from that of products The text uses numerous cases and examples drawn from a variety of service settings to demonstrate and reinforce discussion of theoretical concepts **California Management Review**, 2013 *Training*, 1991

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