

Report on

Black Sheep Brewery 's

Performance

Communication planning to effectively target wholesalers

How to improve logistics facilities

How to plan international marketing to target export market

Presented to

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Communication Planning

The term 'Marketing Communications' is generally preferred to the term 'promotion',

In a sense all marketing communication activity is a form of promotion, that is in one way or another is attempting to promote the interest of the brand, product range and/or company.

Promotion is a part of a firm's overall effort to communicate with consumers and others about its product or service 'offering'. Both the company and the consumer have needs which they aim to fulfill; the profit making company wishes to improve or maintain profits and market share, and gain a better reputation than its competitors, and the consumer aims to reach his or her personal goals. The total product offering allows each party to move towards these goals.

The marketing communications mix is made up of personal selling, a range of conventional advertising media and a range of non-media communication tools. Other marketing communications techniques, such as sales promotion, sponsorship and exhibitions do have value.

Especially with this case Black Sheep Beers has been in the market for about fifteen years and doing successfully. And this is because of many factors that's why it got a strong response from most of the pubs chains factors are:

- Their focus on these chains
- Point of sale installations on the chains
- Advertising accessories installations on the chains

And now to have a control over wholesale market and to get strong response it should focus on wholesale market it should focus on effective market communication strategies on large scale instead of covering local markets and pubs.

Developing a communications plan takes time and financial resources. But the rewards for planning far outweigh the initial investment. Begin with a broad view of what your firm has to offer and where you want to go. When you've done and your plan has been implemented, you will be able to see the positive influence on the business strength of your firm that a proactive, strategic communications plan can provide.

A communications plan should have many facets, especially if your firm serves clients in multiple markets, and each market should have an individual positioning strategy.

Whatever the final components, everything must be done in light of staff and financial resources. Don't begin by forming unrealistic expectations for your communications or marketing staff. Or don't create a plan that will cost more to implement when you know you can only spend less because of low budget on your communications program. Work within your means.

The following components are the essential elements of any communications plan. And specially Black Sheep Brewery requires and has the resources to use all components listed plus additional activities to capture the wholesale market as like local pub chains. This organization requires only a few components to significantly increase their visibility with clients.

- **Public relations:** It's plan should include a strategy for public relations within it's local community, as well as national public relations, if appropriate. Public relations opportunities include new staff appointments and promotions, new project assignments and recently completed projects. Attempt to identify public relations opportunities at the beginning of the year. This will enable them to work well in advance to get wholesalers attention.
- **Collateral materials:** Brochures, newsletters and other collateral material can consume a large percentage of communications budget. Each piece, other than general materials, should be targeted toward a specific market and/or service. Develop messages for each piece and carry these through in other materials whenever possible and to distribute among desired market.
- **Direct mail:** A targeted direct mail program can be an excellent way to communicate with current or potential wholesalers. It provides a vehicle for staying in front of clients on a regular basis. However, this should only be used if you have the resources for a follow-up program.
- **Advertising:** Advertising costs money -- sometimes a lot of money. Running an advertisement once in a publication rarely results in a rush of new business. Plan to run its advertisement multiple times and consistently towards wholesale market till their success to create strong image because as Black Sheep got strong image.

Advertising situations are so varied and unique that it is not possible to generalize about how advertising works. So here black Sheep Brewery should therefore adopt an advertising-by-objectives approach that will make clear what they are trying to achieve, how they will achieve it and how they are going to measure its effects.

Few companies give any detailed scientific thought to exactly what they are trying to achieve through advertising. Clear objectives are needed to aid operational decisions, which include:

The amount to be spent on a particular campaign to gain wholesale market.

The content and presentation of the advertisement

The most appropriate media

The frequency of display of advertisements or campaigns

Any special geographical weighting of effort

The best methods of evaluating the effects of the advertising.

- **Conventions:** Participating in conventions can be very worthwhile. Not only can meet with clients, but they can learn from others competitors. Evaluate convention participation carefully, looking at both the consumers that will attend and the information that will be shared. Exhibiting can bring lots of attention but costs can be significant. A specific plan for each individual convention should be prepared to maximize its exposure.

Speaking at an industry event often can be as or more worthwhile than exhibiting. Together, they make a great combination. Speaking allows showcasing its expertise before people who really want to hear message. Expand the opportunity by attempting to place a written version of presentation in an industry publication or turn it into a direct mail campaign. It will maximize investment in preparing the presentation while increasing exposure to current and potential local and wholesale market.

- **Award programs:** Finally, award programs provide an outside validation of firm's design expertise, not to mention that most clients like to see their investments honored. Match projects with award programs at the beginning of the year and gather submission requirements early. It will make preparing organization's submissions easier and allows scheduling time for preparing them.

Communications program must be evaluated just as an interior designer or architect because it would evaluate a new design or building material. Solicit client reaction. Ask wholesaler clients how they reacted to a particular communications effort. It will give the Black sheep brewery an honest evaluation.

The goal is to develop a program that will position Black Sheep's firm within the target markets. The challenge is often to begin planning, if the process is not already in place, or to keep the plan current in the face of changing market conditions and to gain wholesale market's confidence.

To Improve logistic facilities

As black sheep's brand is very well familiar in pubs and local markets just because of their serious interest and measures to control it just because of its availability at main big chain stores and now as they are planning to distribute internationally then for this they need a strong channel of distribution and logistics facilities.

Effective logistic system comprises of seven different steps as follows
Transportation of material, warehousing of material and then supply as per orders by retailers, inventory purchasing and stock handling procedures, Order processing and forecasting for sales material's and scheduling.

Logistics and Competitive Advantage

Perhaps the most important reason for the growth in importance and interest in physical and logistics is the fact that logistics system offers substantial potential for achieving a competitive edge and hence for winning and keeping customers. Particularly in industrial markets, where product may be relative undifferentiated and process and margins cut to the bone, companies may find that they can gain a competitive edge by using their logistics system to improve customer services levels. This in turn may allow company to increase prices. Because of this, identifying appropriate levels of and types of customer service to be achieved by the logistics management system is a key of planning in this area.

A number of developments and trends in industrial purchasing and materials management discussed earlier have heightened the importance attached by many customers to service elements of the logistics systems of their suppliers and potential suppliers. With modern continuous flow and large batch manufacturing systems, a stock out situation of even a relatively minor and inexpensive component may incur substantial costs in down time. This potential problem is heightened where, as is increasingly the case a firms customers are using a just-in- time inventory principles. Where a manufacturer is using a JIT system, delivery, and hence the logistics performance of the supplier, is crucial and its importance heightened. A company that can achieve well on its delivery performance, many companies these days an inability to supply JIT deliveries means that a supplier would simply not be considered. Similarly the trend in industrial purchasing towards material management systems has put an increased emphasis on the logistics performance of firm's potential suppliers.

These trends towards JIT and materials management are themselves of course indicative of the recognition on the part of the customers of the substantial costs, and hence potential cost savings, associated with elements of their own logistics systems, including stocks of raw materials, work in progress, the consequences of stock-outs and defective raw materials and components from suppliers.

As a result, logistics service is now a key factor in supplier choice in industrial markets. Industrial purchasers in today's competitive conditions, quickly drop suppliers with poor

logistics services, evidenced in late deliveries or stock outs. By improving the design and execution of marketing logistics a Black Sheep Brewery can develop a substantial competitive edge over other suppliers. Product availability prompt delivery and efficient and accurate order processing are just a few of the services that can help capture and keep customers. Hence determination of the nature and level of logistics service elements is crucial to the effective planning of this area of marketing if it is to be used as a demand-generating marketing tool. In this way, physical distribution and logistics can be considered in just the same way as the product, price and promotional elements of the mix. These elements that comprise logistics can be used, through service level, to influence demand. The components and related activities of a company's total system of distribution will vary from company to company, but will broadly encompass the following factors.

- Materials Procurement
- Raw Material Inventories
- Sales Forecasting and Production Planning
- Packaging
- Warehousing and Delivery
- Order Processing
- Customer Service

The marketing logistics involves the total system of inputting transferring and outputting materials goods and services in a company. The idea is that system as a whole be designed to provide the required level of customer service at minimum total cost. In planning the logistics system the starting point is customer needs and service requirements.

So from above we have seen how important are these factors right from purchasing of raw material to delivery in the form of finished goods so as in the case of black sheep brewery having plan to double their sale with in these next two years and have invested about 3 million pounds with a new distribution depot to improve its logistics and brew house and from above said importance and steps for effective logistic system their target to double these sale with in next two years are quite possible if they plan it effectively

So for black sheep brewery planning marketing logistics is a complex process requiring many elements to be coordinated. But after following these steps would be making it quite possible achieve it.

1. Establishing customer service needs. By designing logistic system with view of whole salers and other buyer's needs, following factors should be taken a look on. Speedy delivery, flexibility, reliability, standard products.
2. Establishing Black Sheep brewery and competitors with regard to service elements. To design the business logistics to establish how well the Blach sheep it self and its competitors are performing in these areas of logistics in uin which areas this company can get a competitive eg over them.

2. Determining Cost and benefits analysis of making changes to its performances in level of logistic services to maximize its profit. This analysis will bring important information for Black Sheep brewery towards its logistic system's design. And after its costs and benefits analysis designing of this system to get maximum profit. It does not mean to apply fewer costs toward this system but to get optimal system without losing any excessive money but to invest required money, which is necessary. A healthy balance between sales and demand and the designing of logistic system neither to have excessive stock nor having stock out situation.
3. Establishment of specific objectives for areas and level of logistics. Black sheep specially needs to set quantified objectives for order cycle, to meet emergencies, and ordering etc. These objectives are to double their sale within next two years.
4. Planning, implementing and controlling the logistic system such as purchasing, inbound transport, production planning, inventory control, warehousing, order processing, and outbound transport and like these. Then this will be able to obtain its two years' target.

Micheal Porter identified a set of interrelated generic activities common to a wide range of firms. And it is called supply chain activities comprising of effective logistics system.

According to it

- Inbound logistics include receiving, warehousing, and inventory control of input material.
- Operations are the value creating activities that transform the input into the final product
- Outbound logistics are the activities required to get the finished product to the customer, including warehousing and order fulfillment etc.
- Marketing & Sales are those activities associated with getting buyers to purchase the product including channel selection, advertising and pricing etc.
- Service activities are those that maintain and enhance the product's value including customer support, repair services.

So all above are linked activities for effective logistic system and specially for Black Sheep Brewery to get competitive edge/advantage.

So after all above steps it would be easier for Black Sheep Brewery to improve its logistics facilities to meet its target of doubling the sale.

International marketing

It is advisable to plan marketing policy for international markets developed on the basis of an integrated marketing mix rather than simply selling products designed for the domestic market on an international scale. Marketing mix elements for international operations are no different to those used for domestic marketing, the principal difference being in the range of options. This is done on the basis of what marketing research indicates, how the marketing mix should be adapted for each target area in which the company markets or is considering entering.

Each of the marketing mix elements, which include the important aspect of selling that is, considered separately from promotion, are considered from the viewpoint of examining the issues that are at stake when considering them in the context of international marketing.

To plan international marketing to get better target export market there are link of factors on which Black Sheep Brewery have to plan to target international market.

By keeping in a view generally economic theory of comparative advantage, according to this each country should specialize in the production of those goods it can most efficiently provide, which should encourage unrestricted trade, international specialization and increased global efficiency.

So first it should target those export market generally where they can get comparative advantage by distributing brewery products.

And more specifically on these areas Black Sheep Brewery has to plan to target export market on following issues.

- Because the home market might be saturated
- To focus on an innovative production brands of brewery to compete world product or service
- To satisfy the standards of corporate management who might wish as a general matter of policy that the company should be committed to international operations
- To evaluate and get corporate tax advantages offered in overseas countries
- To enjoy the funding benefits from setting up manufacturing brewery variety globally in certain overseas countries which might also offer access to the trading block to which that country belongs
- To obtain economies of larger scale operations
- Import tariffs which impose a percentage duty, export licenses and Political factors are to be evaluated and effectively measured while targeting export market.

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