Writing a Marketing Plan is similar to putting together a complicated puzzle. Each piece contains information that makes sense only when you see the finished product.

- RASHID ALLEEM

Dr. Rashid Alleem
Author of My Leadership Secrets
DR. RASHID ALLEEM

Successful Marketing
Also by Dr. Rashid Alleem

My Leadership Secrets

Team Dynamics

Is Success a Sin?

Inspirational Stories

My Green Journey in Hamriyah

Sustainability the Fourth Wave of Economy
To

All enthusiastic and honorable
marketing professionals

Who are responsible for producing
marketing plan designed to win new
business in an ever-faster changing market.
| CONTENTS |
|-----------------|-----|
| Preface          | 1   |
| Why This Great Book? | 2   |
| What is Marketing | 3   |
| Global Marketing | 4   |
| Three P’s of Global Marketing | 5   |
| ISO-9000         | 6   |
| The Differences between Marketing and Selling | 7   |
| Marketing Vs. Selling | 8   |
| Marketing Mix    | 9   |
| The Promotional Mix | 10  |
| The Functions of Advertising | 11  |
| A Comparison Between Public Relations and Adv. | 12  |
| What Customer Want - The Five F’s | 13  |
| A Marketing Plan Vs. Business Plan | 14  |
| Marketing Management Responsibilities | 15  |
| What is Marketing Planning? | 16  |
| How to use it?   | 17  |
| My Note          | 18  |
| Write the Plan   | 19  |
| Design a Marketing Plan | 20  |
| Final Thoughts   | 29  |
PREFACE

“Marketing is a guaranteed investment in your future business”.

- Dr. Rashid Alleem

This book is designed for the young UAE students in introductory marketing courses, Diploma Courses, and for the young UAE business people who just started new business and need to have a sound basic understanding of modern marketing concepts and for those who need a concise, clear, easy to read and understand of practices, and applications.

To support this message, I’ve written the book in active journalistic style, for quickly and clearly conveying marketing information in efficient, effective, usable manner. This book is for people in business and non business organizations such as government, and other not-for-profit enterprises.

Have patience! This book will help you achieve success. (yes, SUCCESS!) Skyrocket your sales and profits… achieve measurable breakthroughs in performance!

While a book of this length cannot provide in-depth discussions of many marketing fundamentals, it is hoped it provides the broad understanding that is needed. The author welcomes comments, suggestions, additional information and corrections. I hope you, and your company benefit from it.

Happy Reading!

Dr. Rashid Alleem
rashid@alleem.com

October, 2002
12 Reasons why you should read this unique book.

1. Effective marketing and strategic management are essential factors in building and maintaining successful organizations.

2. The marketplace is so complex and changing so quickly that marketing plan has become more essential.

3. Dispose confusion exists between marketing plans and business plans.

4. Dispose confusion exists between marketing and selling.

5. Dispose some of the common misconceptions that surround the subject of marketing. (e.g. Public Relations And Advertising)

6. As we move into the 21st century, many of the old marketing rules no longer apply.

7. Most small-business owners don’t bother to organize their business on marketing principles and rules preferring either copy each other or take unnecessary changes which can be downright dangerous.

8. Tens of managers I worked with and for overlooked the fundamental laws of marketing. They have missed what I think is so obvious!

9. Millions of dollars have been wasted ineffective on marketing programs in the UAE and the rest of the world.

10. A marketing plan can reveal some of the potential dangers ahead and ensure that you are prepared to deal with both the threats and opportunities which arise.

11. If you cannot put a marketing plan in writing, you probably are running your business without any plan at all. And that is not healthy.

12. Last but not least to help you achieve more and win new customers.
MARKETING

Generally speaking, marketing is the intermediate stage between production and consumption. It is a business activity that involves regulating the flow of goods and services from producer to consumer using a blend of selling, advertising and promotion.

Marketing is the complex process of creating customers for your products and services.

What is marketing?
Marketing is getting the right goods, to the right people, in the right place, at the right time, at the right price, with the right level of communication PROFITABLY.

Your Company’s Message:
Every business sends a message in its marketing. This message, based on the competitive position the company stakes out for itself, emphasizes particular attributes, such as “low-price leader”, “one-day service”, “choose freedom”, “innovation down to a science” or “Be the first to know”.

The Marketing Concept:
There are many definitions of marketing concept. Here are a few:

✓ Marketing Concept is the process by which the marketer responds to the needs and wants of the consumer.

✓ Marketing Concept is the achievement of corporate goals through meeting and exceeding customer needs better than the competition.
To use the marketing concept, you should do the following steps:

- Determine the needs of your customers (marketing research).
- Develop your competitive advantages (market strategy).
- Select specific markets to serve (target marketing).
- Determine how to satisfy those needs (marketing mix).
- Analyze how well they've served your customers (marketing performance).

Global Marketing:

Global Marketing is the process of focusing the resources and objectives of a company on global marketing opportunities. It is commonly referred to as International Marketing which means the multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Globalization must be taken for granted. There will be only one standard for corporate success: International market share. The winning corporations will win by finding markets all over the world.
Why Global Marketing?

Companies engage in global marketing for four reasons:

(1) to take advantage of opportunities for growth and expansion,
(2) to serve existing customers better,
(3) to penetrate new markets
(4) and to survive!

If your company wants to grow, you will eventually have to go global and explore new markets. A key factor in entering new country markets is to understand:

Who will be your competitors in advance in this country?

How do they price their product or service?

What is the exact difference between their offering and yours?

The three "P's" of global marketing:

The "three P's" of global marketing - portability, politics, and people.

1. Portability
   - Does your product or service travel well?

2. Politics
   - Do regulations, logistics, and local practices prevent sales?
   - How "friendly" is the market toward your products or services?

3. People
   - Can people buy what you're selling?

Future Marketing Practice:

Factors which will influence the future of marketing practice, including

(1) technology,
(2) changing social needs,
(3) increased competition,
(4) internationalization and greater emphasis on
(5) customer service.
One of strategies to achieve competitive advantage in an increasingly competitive world is the incorporation of ISO-9000 criteria in product development and manufacturing policies. ISO-9000 standards represent the common denominator of business quality that is accepted internationally.

The two major advantages of ISO-9000 registration and certification occur in domestic advantage and international advantage.

**Domestically**, it provides:
1. competitive advantage over suppliers who are not certified,
2. a focus on continuous improvement,
3. media awareness, and
4. customer perception.

**Internationally**, having ISO-9000 certification:
1. eases entry into export markets and;
2. as part of product liability defense if it should become necessary.

**Nice to know**

Improving quality in the eyes of the customer pays off for the companies that provide it: Data from the PIMS (Profit Impact of Market Strategy) research show that a perceived quality advantage leads to higher profits.
There is distinct difference between Selling and Marketing. I have seen many people use the words “marketing” and “selling” as if they meant the same thing. They don’t. In fact, understanding of the difference between the two is essential to success.

The two are more than a little related, of course. Good marketing is important if you want to expect good sales results. Marketing activities provide the base on which you build sales activities.

A summary comparison of the two concepts are set out in the table illustrated in the next page.
## Marketing Vs. Selling

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Selling</th>
</tr>
</thead>
<tbody>
<tr>
<td>• MARKETING is designed to increase customer awareness and deliver a message.</td>
<td>SALES are the direct action taken to solicit and procure customer orders.</td>
</tr>
<tr>
<td>• MARKETING consists of getting a mutually beneficial exchange to take place between a buyer and a seller.</td>
<td>SALES are the personal side of marketing. Sales activity focuses on how people handle the buying exchange.</td>
</tr>
<tr>
<td>• MARKETING sees the big picture.</td>
<td>SALES activity does.</td>
</tr>
<tr>
<td>• MARKETING activity doesn’t put money in the cash register.</td>
<td>SALES are concerned with contacting customers, selling the products and services, taking orders, and following up on purchases.</td>
</tr>
<tr>
<td>• MARKETING is concerned with identifying the customers for the firm's products or services, determining what they need or want, planning and developing products and services to meet their needs, and advertising and promoting these products and services.</td>
<td>SALES Starts with the product</td>
</tr>
<tr>
<td>• MARKETING Starts with the Customer</td>
<td>SALES Short Time Line</td>
</tr>
<tr>
<td>• MARKETING Long Time Line</td>
<td>SALES One Dimension</td>
</tr>
<tr>
<td>• MARKETING Multidimensional</td>
<td>SALES inward looking</td>
</tr>
<tr>
<td>• MARKETING outward looking</td>
<td></td>
</tr>
</tbody>
</table>

Don't mix them up!
MARKETING MIX

Marketing can be divided into four sections. These sections are often referred to as the four P’s of marketing and are as follows:

◆ Product
◆ Price
◆ Place
◆ Promotion

“The Four P’s” influencing customers to buy:

- **Product.** [The tangible aspects of the product or service itself.]
  What product is going to be offered to the customer?.. What are its characteristics; its Brand name; its packaging?

- **Price.** [The cost advantage.]
  What you charge so customers feel they are getting good value, and so you make a profit?.. How much is the customer going to pay for the product?

- **Place (or distribution).** [The location’s convenience and décor.]
  How you distribute your offering?.. How is the product going to get to where the customer is when the customer wants it?

- **Promotion.** [The amount and nature of the marketing activities.]
  How you advertise and sell your offering?.. How is the customer going to know about the product, and be persuaded to by it?

---

**Nice to Know**

The list has subsequently been extended to 7 Ps, the additions being people, process and ‘physical evidence’.

---

**Balancing Your Marketing Mix:**

Marketing is a kind of chemistry. Putting together the right mix of marketing methods can make or break a business depending on whether you get the mix right or wrong. Only by continuously changing and adapting your marketing mix to meet market will you be able to survive and progress!
THE PROMOTIONAL MIX

"Word of mouth is the best medium of all."
- William Bernbach

The various ways to promote your business are known as the promotional mix and include:

- Press advertising
- Direct mailing
- Public relation
- Exhibitions

You will probably use one or a combination of all of these at some point.

(1) Press advertising: Persuading the client to buy from you instead of the competition is the fundamental concept of advertising.

Experts say that how advertising works is highly dependent upon how the message is accepted in our heads, stored there, and later retrieved when we make decisions. So when you are planning to place an ad make sure you have a good answer for the following questions:

1. How does our advertising work?
2. Is our advertising effective?
3. Does it have an immediate or lagged effect?
4. Which media works best?
5. What is the relationship between our ad spend and results, in terms of sales, recall, recognition and message comprehension?

More than 95% of consumers say, "if you advertise a product, you better have it in the store when I get there."
The Functions of Advertising:

1. **TO INFORM:** Advertising simply seeks to provide the public with specific information.

2. **TO PERSUADE:** Advertising attempts to persuade consumers to alter their attitudes towards a particular issue.

3. **TO SELL:** Most advertising seeks to promote the sale of particular goods or services.

The Advantage of Advertising:

Advertising offers a number of benefits to the user:

- It can create images of products.
- Advertising can be used to reduce overall selling costs.
- Advertising can assist in the creation and maintenance of brand equity (today’s brands have a real financial value).

(2) **Direct mailing:** Direct mailing – or the ‘mail shot’ as it is more commonly known – can be a very effective method of advertising providing that your mailing is carefully targeted to achieve the maximum response.

The stock market value of The Coca-Cola Company was around $136 billion in mid-2002, yet the book value (the net asset value) of the business was only $10.5 billion.
(3) **Public relations:** A public relations is a way for businesses to get their name in front of the public without actually paying to advertise.

A Comparison Between Public Relations And Advertising:

The goals of advertising and PR are somewhat different. The primary goal of advertising, as we have already seen, is to inform and persuade consumers in relation to a specific product offering. The primary goal of PR is to establish goodwill, and to develop favorable attitude and an understanding of the organization and its products or services.

(4) **Exhibitions:** Never, Never, Never underestimate the power of an exhibition as a tremendous wealth of information and inspiration.

Exhibiting at exhibitions sounds fun. A few days out of the office, somewhere nice…. Isn’t it? WRONG ….. Exhibitions are hard work. Why?

- Setting them up and attending them is hard on the feet, the stomach and the nerves.
- Contacts have to be followed up once the teams are back in the office.

An example of the definitions:

My dear reader, the following example may help to make some of the above concepts/definitions more clear.
"... if Rashid Alleem is coming to Ajman and you paint a sign saying 'Rashid Alleem is giving a workshop today; that's **advertising**. If you put the sign on the back of a camel and walk it into Ajman, that's **promotion**. If the camel walks through the Central Park, that's **publicity**. And if you get the people to laugh about it, that's **public relations**." If the Ajman's business people decided to go to the workshop, that’s **sales**.

**What Customer Want - The Five F’s:**

“The Five F’s,” shown below, are a convenient way to sum up what customers want:

1. **Functions:** How does the product or service meet their concrete needs?
2. **Finance:** How will the purchase affect their overall financial situation, not just the price of the product or service, but other savings and increased productivity?
3. **Freedom:** How convenient is it to purchase and use the product or service? How will they gain more time and less worry in other aspects of their lives?
4. **Feelings:** How does the product or service make customers feel about themselves, and how does it affect and relate to their self-image, and will they like and respect the salesperson and the company.
5. **Future:** How will they deal with the product or service and company over time, whether support and service will be available? How will the product or service affects their lives in the coming years, and will they have an increased sense of security about the future?
The Customer Value Pyramid:

The customer value pyramid is a tool for understanding what customers are really looking for. This theory holds that customers hope to find an appropriate mix of these elements:

- **Product Quality**
- **Service Quality**
- **Reasonable Price**

- Product and service quality creates the base of the pyramid and supports the price point.
- Customers perceive value when they find that each element meets or exceeds their expectations.
- Your objective is to blend these items in a way that attracts customers and makes a profit for you.

A Marketing Plan Vs. A Business Plan:

A fair amount of confusion exists between marketing plans and business plans. Here are some comparisons between marketing and business plans that may help explain the matter.

<table>
<thead>
<tr>
<th>Business plans</th>
<th>Marketing plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business plans are frequently used to raise investment and loan funds.</td>
<td>Marketing plans are used primarily as internal planning documents.</td>
</tr>
<tr>
<td>Business plans are typically prepared for outside consumption and marketing plans for internal use.</td>
<td>Marketing plans are more informal than business plan.</td>
</tr>
</tbody>
</table>
Marketing Management Responsibilities:

There are nine widely recognized responsibilities of marketing managements:

1. Finding out the facts (Market Research).
2. Making predictions from research (forecasting).
3. Putting into effect changes arising from research (New product development).
4. Making sure they are products that customers want to buy (brand management).
5. Deciding on quantities (budgeting).
6. Deciding at what price goods should be sold and for what profit (pricing policy).
7. Moving goods from their point of manufacturer to their point of consumption (Distribution).
8. Selling (sales management).
WHAT IS MARKETING PLANNING?

Marketing planning is simply a logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them.

SITUATION ANALYSIS

1) Self-assessment:
Before you can begin to compile your marketing plan you need to make a critical self-assessment of ‘where your business is’ and ‘where you consider it to be going’. Leading edge managers assess their marketing plan by addressing and successfully answer these important questions that are critical to future success:

- How do we properly begin planning and include the right people in the planning process?
- Where do we stand now in terms of our strengths, weakness, opportunities and threats?
- What are our goals and objectives?
- How are we going to get there? And who will do it?
- How will we know we’re getting the right types of results?

2) Making a SWOT analysis:
The second part of the assessment is known as the SWOT analysis. SWOT stands for: Strengths, and Weaknesses, as they relate to our Opportunities and Threats in the market place. It’s a four-part approach to analyzing a company’s overall strategy or the
strategy of its business units. All four aspects must be considered to implement a long-range plan of action.

*In order to swat the competition you need to understand SWOT.*

**How to Use It?**

*Internal Analysis:* Examine the capabilities of your organization. This can be done by analyzing your organization's **strengths** and **weaknesses**.

*External Analysis:* look at the main points in the environmental analysis, and identify those points that pose **opportunities** for your organization, and those that pose **threats** or obstacles to performance.

<table>
<thead>
<tr>
<th>Positive Forces</th>
<th>Negative Forces</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td>What are you good at?</td>
<td>What do you do badly?</td>
</tr>
<tr>
<td>How competitive are you?</td>
<td>What could be improved?</td>
</tr>
<tr>
<td>What are your advantages?</td>
<td>What should be avoided?</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
<td><strong>Threats</strong></td>
</tr>
<tr>
<td>What changes in demand do expect to see?</td>
<td>What do others have that you lack?</td>
</tr>
<tr>
<td>What opportunities are there?</td>
<td>How easily can competitors enter your market?</td>
</tr>
<tr>
<td>What are the interesting trends?</td>
<td>What is your competition doing?</td>
</tr>
</tbody>
</table>

*Company SWOT Analysis*
My Note

“Writing a Marketing Plan is similar to putting together a complicated puzzle. Each piece contains information that makes sense only when you see the finished product”

- RASHID ALLEEM
WRITING THE PLAN

Marketing plan is a detailed, written account and timetable of the objectives, methods to be used by a firm to achieve its marketing goals. It forms the basis of how you intend to promote your business and ensure that you are successful in generating sales revenue.

The plan should be clear and concise, and excessive or irrelevant detail excluded. Your top priority should be to make the plan easy to read.

Marketing plan proposal contains the following headings:

- Overview
- Outcome of Market Research
- Channel for Selling and Distribution
- Market Assumptions
- Strategy Adopted
- Task Responsibilities
- Objectives
- Appendices
- Contingency Plan
- Time Line, Cost Line

A Marketing plan analyzes your particular marketing mix and uncovers marketing problems.

Why Marketing Plan?

1. Most of the banks and other lending institutions will want to see a detailed marketing plan before making a loan.
2. Developing a marketing plan also helps you and your people be innovative, to think up new ideas.
3. Gives you a handle on what costs to expect and be ready for.
4. Gives you insight into the future, helping you see problems and opportunities.
5. Helps you manage your time and put your priorities in order.
DESIGN A MARKETING PLAN

The elements of a marketing plan fall into two broad areas: first, the gathering of everything you know about your product or service and second, a plan for attaining the objectives that you set. Typically, a successful marketing plan will consist of the following sixteen sections:-

1) COVER PAGE: The cover page can be decorative with graphics that support the theme of the plan.

2) TITLE PAGE: The title page should, however, have certain basic information such as:
   - The title of the report that describes what it covers
   - The time period the plan cover
   - The writer(s)
   - Contact information such as address, phone, fax, and email
   - The name of the organization
   - A statement of confidentiality

3) TABLE OF CONTENTS: The Table of contents is another must for every plan. Positioned after the title page, it should provide easy reference to important topics.

4) EXECUTIVE SUMMARY: At this point, you can pull together an executive summary (not more than two pages) that condenses your entire marketing plan, Put it at the beginning of the plan, before all the detailed information, so that an outsider
who doesn’t know your business can understand the entire plan without anyone explaining it.

The Executive Summary usually serves the following purposes:

- Defines the organization
- Includes a situational analysis
- Lists the goals
- Lays out the strategies
- Provides financial information
- Indicates who will be responsible for what
- Sets the milestones
- It also includes why, when, and how things will happen.

5) INTRODUCTION: It’s clearly state the purpose and uses of the plan and acknowledge the people who were involved in developing it.

You probably have a few minutes to make a good impression with your plan. That means that by the time the reader has finished introduction you have won or lost.

6) BACKGROUND: This section includes a description of your product or service and a short history of your company. It includes facts on the following:

- Your product or service
- Your marketplace
7) **MARKET RESEARCH**: Market research is the gathering and assessment of data and other information. It is an analysis of *past* marketing performance, with data on the *relevant market*. (Size, Growth); *the product* (sales, prices); *the competition* (market share); *Distribution*.

*Market research is like driving along looking in the rear-view mirror. You are studying what has gone.*

**Why Research?**

Research helps to:
- Minimize risk
- Focus efforts
- Maximize return

*Analyze which 20% of the market (or your customers) accounts for 80% of the sales*

There are 4 steps in the marketing research process:
- **✓** Defining research objectives;
- **✓** Developing the research plan;
- **✓** Implementing the research plan;
- **✓** Interpreting and reporting the findings.
Warning !!

Three warnings, however: First, remember that research is for professionals. Bring in competent consultants. Second, watch the cost. If the price of research is greater than 5 percent of the sales you expect, it is too high. Third, do bear in mind that just because research is paid for doesn’t make it right.

Some Major Sources of Market Research Information:

- Chamber of Commerce
- Economics Department
- Libraries
- Trade and Professionals Organizations
- Trade Publications

8) INFORMATION: Try to understand and gather information about the
geographic of your customer (where they are?);
demographic (how they are identified by age, sex, income);
psychographics (their life style).

9) KEY FINDINGS AND CONCLUSIONS: In this section you list the findings of your research and analysis and the conclusions you have drawn from these findings.

10) MARKETING OBJECTIVES: Marketing Objectives is the determination of specific and measurable goals to be achieved by the marketing program. List your key objectives only. Describe what you really want to achieve. You may have primary and secondary objectives.
Primary Objectives

Most marketing plans goals are expressed in Dirhams (financial objectives) like profits, sales revenues, and return on capital.

Secondary Objectives

You may have secondary goals that you want to express, such as improving the image of your company or generating awareness.

Effective Objective / Goal Setting

Setting goals is one of the oldest. Well-proven methods of improving and managing performance. One well known set of criteria for objectives is that they should be "SMART"
Specific - to the individual or team, and to the work which has to be done.
Measurable - both during and at completion.
Attainable - neither too difficult nor too easy to achieve.
Relevant - to you, your organization goals, your customers or clients.
Track able - indicate how you are progressing' and when you have finished.
Objectives can also be SMARTER if they are:
Enriching - help the individual develop or give personal satisfaction.
Regularly reviewed - typically ever 3 months - to make sure they are still relevant and up to date.

The statement of a goal should include the following: To + Action Verb + Measurable Out-put + Quantity (goal) + Time Frame. Here is one example of goals that include these elements: "To reduce the number of customer complaints on quality by 3% by July 15"
11) RECOMMENDATIONS: You should indicate in your recommendations how you will monitor and measure the steps to achieve your goals.

It’s commonly said that “you cannot manage what you do not measure.” Without measurement, managers cannot identify where their firm or products stand now and whether desired goals are being achieved.

12) MARKETING BUDGET: Marketing Budget is a financial statement about the level of marketing effort to be undertaken by a company. The marketing budget represents the cost of achieving the company’s marketing objectives as described in the marketing plan.

The BEST marketing budgets have two parts:
First, a fixed monthly amount to meet ongoing, monthly marketing expenses. Second, a contingency budget to help you meet unexpected marketing needs.

13) APPENDIX: contains additional details and documents that support the plan like charts, brochures, financial charts.

14) STRATEGY: Marketing strategies are the means by which marketing objectives will be achieved. They consist of specific plans of action for the achievement of designated marketing objectives. The purpose of strategy is to be really clear before
you take the direction. It completes the “How we will do it” stage.

Objectives are what we want to achieve; strategies are how we get there.

Developing sound strategies generally involves the following:

- Doing the right thing, not doing the wrong thing right
- Determining the kind of organization you want to be
- Establishment the priorities and business mix
- Deciding on the scope of operations
- Timing of major moves

15) **ACTION PLAN:** The preparation of action plans setting out what is to be done, who will do it, when and at what cost.

Whereas strategy addresses the what and why of marketing activities, implementation addresses the who, where, when and how.

An action plan should typically include:

- **✓** Current position – where you are now?
- **✓** Action – what you need to do to get there?
- **✓** Aim(s) – where do you want to go?
- **✓** Person responsible – who will do it?
- **✓** Budget – how much will it cost?
- Start date.
- Finish date.

I keep six honest serving men (They taught me all I know) Their names are What and Why and When and How and Where and Who.
16) **CONTINGENCY PLAN:** It provides managers with alternative courses of action to follow. It includes several “what if” scenarios in your plan.

Some of the areas that might apply to your situation include the following:

- New competition entering or withdrawing from the market.
- Your projected sales volume is greatly under or over projection.
- Profits are off target.
- New technology appears.
- Disasters such as floods, earthquakes, tornadoes, hurricanes, and other acts of Almighty Allah.
- Other disasters such as computer breakdowns, strikes, hostile take-over, and so on.
- Changing government regulations.
- Wars.

**Benefits of Contingency Planning:**

1. It makes everyone in your organization aware of how unpredictable the future can be.
2. It helps train associates not to think in absolutes.
3. If you expect the unexpected, you are less likely to panic and are more likely to react strategically.
4. It puts you in a position to take advantage of unexpected opportunities.
5. It prepares you to react to potential threats that become reality.
6. It helps you determine what you need to do in the worst case scenario.
7. Because you can not afford to let one big mistake put you out of business.
CONCLUSION:

Benefits of the Successful Marketing Plan include:

- It will save you time, energy, and money
- It will be aligned with your marketing strategy
- It will allow you to be proactive with the sales department, rather than reactive
Final Thoughts

Dear Senior Executive,

What you’ve just finished reading is something you don’t find in too many business books. The marketing plan written in this book has dramatically improved business results in companies where it has been implemented.

The secret is this exceptional book was written from a “war room”, my corporate office, not from a “peace room”, business school library!

In searching for ways to design your marketing plan there are two important points you must be aware of:

1) People like to work differently. Every organization is different and therefore the content of the marketing plan varies enormously. There is no “one size fits all” approach.

2) Think of your marketing plan as a road map that makes your reasoning clear and that shows where you are going and how you will get there. It is always subject to change and improvement.

Thank you for your interest and support. See you at the top!

Sincerely,

Rashid Alleem
United Arab Emirates (UAE) is a melting pot with citizens over 150 nationalities living in harmony. The country is vibrant with a lot of new ideas and concepts. I felt an increasing urge to learn and share with other people. I saw a need to capitalize on the intellectual community and bridge the communication gap among the business community living in UAE and my own people.

To give a fillip to the rich diversity of this nation, the Alleem Knowledge Center was set up during early September 2001 and has been promoting the concept and value of lifelong learning. The Center believes that learning is a continuous, collaborative, positive and fulfilling process that can enrich and promote one’s professional as well as personal life.

Hence, in keeping with its overall objective of promoting the development of general management and strategy skills amongst its members, the Alleem Knowledge Center has set up six Strategy Clubs to enhance skills acquisition, improve overall industry knowledge, create awareness of key management issues, deliver operational excellence, and leverage technologies amongst other key benefits.

Initially, it began with a few of my friends who actively contribute to the society by utilizing the knowledge and skills and we called it as ‘Professional’s Club’. We would meet every Tuesday afternoon to discuss different topics related to communication and leadership. Over a period of time, we thought of bringing together members of varied industries and ranks onto a common platform. And that’s how the ‘Alleem Strategy Clubs’ were formed whose main aim was to help create an environment of lifelong learning by the sharing and exchange of ideas and best practices that empower professionals in the current competitive business economy.

I feel that “The challenge is not to have the ‘best strategy’ but an effective strategy that can be implemented successfully.”
Alleem Strategy Clubs

The various strategy clubs that have sprung up as a result of the Alleem Knowledge Center are:

1. **Alleem Professionals Club:** Organizations today are under intense pressure to be better, faster, and more competitive. At the Professionals Club, innovative learning solutions and opportunities are imparted, empowering members to improve personal and organizational performance. The Professionals Club helps guide members to be more proactive, flexible and progressive with the changing times.

2. **Alleem Sustainable Development Club:** The Sustainable Development Club calls for an inclusive approach to action, which recognizes the need for all people to be involved in the decisions that affect their lives. Sustainable development is not just the responsibility of environmental specialists alone, but it requires contributions from people across all functions of an organization.

3. **Alleem Leadership Club:** Here, one can unlock their potential that will help them to understand the principles of leadership and provide development opportunities to promote personal growth and leadership excellence. Ultimately, a leader doesn’t just build a business; a leader builds an organization that builds a business. According to me, “Leadership is about change; it is about making things happen. Everything changes so fast today that the key is often not what you’ve learned, but how fast you can learn and apply that learning.”

4. **Alleem Book Club:** Reading enhances a person’s character, intelligence, and critical-thinking skills. Alleem Book Club is a forum for members to discuss a book they have read and express their opinion, likes, or dislikes thereby offering an exchange of ideas and a healthy discussion on a wide range of issues outside the purview of selected titles. I always like to remind my club members about an old saying: “Today a reader, tomorrow a leader.”

5. **Alleem Human Resources (HR) Club:** Human capital is an important component for the success of any organization. Apart from helping develop vital people management skills, the Alleem Human Resources Club will also enable members to gain insight into current HR trends and keep abreast of emerging HR developments. The HR Club is for knowledge sharing and helping each other.

6. **Alleem Information & Communication Technology (ICT) Club:** Participation in this Club gets the attendees updated with the emerging technologies that can unleash a new wave of online experience, creating challenges and opportunities alike. Prepare yourself for the impact of these technologies on your business model and the opportunities they present for your organization to grow.

While these strategic clubs enables participants to strategize one’s own potentials, I felt that the strategies needs to be supported by sound education programs. So I came out with the concept ’Alleem Executive program’.
Alleem Executive and Education Programs:
Honing hard skills and soft skills development

“Formal education will make you a living; self education will make you a fortune”
- Jim Rohn

The mission of Alleem Executive and Education program is to build leadership skills and enhancing the capacity of individuals and organizations to address local and global challenges.

I believe in the adage – ‘Leaders are made; not only born’. And it is critical to invest in the next generation of leaders to sustain competitive advantage and achieve higher corporate growth. The next generation leaders need to be developed with advanced decision making and execution skills in the globally competitive scenario.

Alleem Executive Education Programs include several hard skill development programs that will help employees emerge with a fresh approach to sustainable development and inclusive growth; strategic planning for managing successful projects; marketing management and branding; and sustainable idea management. Executives without financial education background can also gain expertise in finance and accounting.

While technical skills and know-how may help you in getting an entry into an organization, it is people-oriented skills that help you climb corporate ladder. Business organizations are increasingly focusing on people with good soft skills. Companies are looking for people with good work ethics, great attitude, excellent communication skills and high emotional intelligence to foster great team performance and thereby contribute strongly to the organization’s vision and strategy.

The Soft Skills Development Programs initiated by the Alleem Executive Education Programs helps not only work on developing these essential skills within but also encourage their development throughout the organization. Some of the key areas that are focused on include personal accountability, interpersonal negotiation skills, conflict resolution, creative thinking and clarity of communication amongst others.
When the financial crisis hit the world, I wanted to take the role of the Professionals Club a notch higher to focus on financial planning and financial systems. I felt a more comprehensive two-day program was needed. And since this was a large-scale project, I consulted close friends, professors, and associates on how to execute this idea and make it a real success.

I was overwhelmed with the feedback I got and advice came from my professor Dr. Mohammad Arif, from the University of Salford, Manchester, UK. He suggested that I focus on sustainable development. At that point of time, honestly, I did not have much of an idea on this concept. So I researched sustainable development and was surprised to see how many publications, white papers, had been published on the subject. Moreover, the UNDP had taken it upon itself to spread the idea of sustainability globally. So I decided to conduct a two-day sustainable development program.

I shot off emails to my friends announcing that the ‘1st Sustainable Development Congress’ would be held on 22nd – 23rd February, 2009. I was overwhelmed with the keen response; some friends were even willing to travel from overseas to attend and speak. Since the participation seemed high, I decided to name it a ‘Congress’ instead of the ‘Program’, because to me a congress is a place where strategic thinkers, thought leaders and decision makers sit together to take important and strategic decisions.

The feedback we received after this first Congress far exceeded every one’s expectations, including my own! Participants agreed that the Congress must be made an annual feature. Other subjects were proposed – strategic planning, leadership and management, inclusive growth, marketing and branding, project management, innovation and creativity. I zeroed in on four areas of interest to all and termed it the Alleem Business Congress whose mission is to improve social, economic, and environmental living conditions worldwide thus helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development.

Despite the fact that I had taken on the project voluntarily, and with limited financial and human resources, I accepted the challenge and decided to conduct five such events in a year:

- Water & Energy Congress Week (WE Week)
- Sustainable Development & Inclusive Growth Congress Week
- Project Management Congress Week
- Marketing & Branding Congress Week
- Leadership & Management Congress Week

Today, Alleem Business Congress is a platform wherein more than delegates participate every year.
which includes diplomats, top leaders of businesses, CEO’s and young 2000 professionals. I made a conscious decision to keep participation free of cost. Tuesday happened to be my favorite day to conduct these events, as it reminded me fondly of my initial idea of conducting such forums midweek, during the professional’s club time.

Alleem Business Congress has witnessed phenomenal growth in last 7 years with participation from various cross sections of the society. Today, the participation level in this congress has grown tremendously and has exceeded over 2000 delegates from every wake of business annually. After successfully conducting 30 editions of the congress so far, Alleem Business Congress decided to expand its horizon by conducting a ‘5-day Executive Certificate Program’ on various titles such as Project Management, Marketing and Branding, Leadership and Management and Sustainable Development and Inclusive Growth. Each course title comprises of a 2 day intensive classroom sessions, live workshops- consisting of case studies, role plays, management games etc, congress and award ceremony/gala night.

I hope that the Congress will continue to receive good support in the future as well. While cherishing this stupendous growth of the ABC, I need to make a special mention of Dr. Mohammad Tariq, Chairman & Managing Director, Paradigm Pioneers Group, UAE who has been instrumental in supporting me in this endeavor. He is reliable and ensures that he makes things happen. As an effective networker, he had the sincere desire to help others. I should say that as a good friend of mine, he understood my aspirations, dreams and helped me in fructifying my ideas. Many people do not possess these traits of patience and persistence. But with these special attributes aplenty in him, coupled with a positive attitude, enthusiasm, motivation, and sincerity, Dr. Mohammad Tariq is undoubtedly a foundation stone and strong pillar of the Alleem Business Congress success story.
To recognize such change makers who have adeptly made a difference in their respective areas, Alleem Business Congress has instituted Alleem Excellence Awards to be distributed during the Alleem Professional Development Weeks – Water and Energy Week (WE Week), Project Management Week, Leadership week, Sustainable Development & Inclusive Growth Week, Marketing and Branding Week.

Business organizations which are agile and are able to change gears at a short notice are the true survivors in today’s world. And as Goldratt said, “It is not just luck!” These successful businesses have managed to get their act right and achieved enviable status. How did they accomplish it? What were the best situational factors and best practices adopted to create an impactful outcome? What was the unique learning from the entire program? What is the ingenuity of the management and the company which has boosted them to the pinnacle of success? The recognition is aimed to create awareness and exchange of expertise within the industry.

The awards will recognize our strategic partners, our mission supporters, Alleem Business Congress speakers, volunteers, knowledge partners and financial supporters and will be given on the 5th night of each week.

The selection process will be through my executive office in the capacity as the Founder and Executive Chairman of the Alleem Knowledge Center. We give emphasis on originality, innovativeness, economic creativity, environment concerns, health and safety compliance, sustainable processes and outcomes to name a few. We look for mission, clarity of ideas and ability to execute them with utmost precision.

Our core focus is on learning and knowledge sharing. We believe that every day there are a handful of people who are doing exceptionally well and progressing rapidly. We are constantly acting to create a healthy and fertile network of experts, professionals and practitioners to come together in a joint forum and share their insight. Our belief is to spread the knowledge far and wide thus touching a million lives.
Alleem Brilliant Networking: Cultivating Connections

“Experience is not what happens to a man; it is what a man does with what happens to him.”
– AL Dous Huxley

Business networking is a powerful tool for creating mutually beneficial business environments. Networking is a highly recommended marketing tactic enabling oneself to make connections and build enduring relationships that can accelerate and sustain success for your organization. I strongly believe what is said about success: “To succeed – whether at a personal or professional level – one must continually connect with new people, cultivate emerging relationships and leverage your network”.

Networking is an invaluable business skill and is a critical component in any individual’s toolkit for career success. Alleem Brilliant Networking was conceived with the aim of providing business leaders, entrepreneurs and management personnel with dynamic opportunities, expertise and strategies to develop valuable relationships that are needed to succeed in the modern competitive business environment.

Alleem Brilliant Networking has created a two-way flow of value by serving as a resource and helping others succeed. It is an opportunity for both to give and receive targeted leads and referrals. Successful networking is created on the grounds of mutual trust, shared knowledge and valuable relationships. People do business with those they like and trust. This will allow one to grow their business by dealing directly with other firms or by referring one another.

Networking is clearly an individual’s or firm’s best marketing strategy. Alleem Brilliant Networking’s face-to-face networking events enable participants to create lasting impressions in the minds of people you meet. The advantage of cultivating personal relationships helps you set apart from the crowd. In addition, it inspires one by boosting self-confidence to take the plunge and start your own business or just expand your industry knowledge.

I always say that, “Ultimately, it is not about who you know; but who knows you”. Our dynamic and structured networking events consist of insightful keynote addresses focusing on how to do effective networking and training on how to use social media education as well. The strategy behind Alleem Brilliant Networking is to empower professionals and organizations forge meaningful and relevant relationships which will help propel their success.
Alleem Foundation:
A Mission to Make a Difference

“Great hopes make everything possible”
– Benjamin Franklin

One out of every five people currently lives on US$ 1.25 a day or less, according to a United Nations report. One in every 2 children lives in poverty around the world and they live each day as though it is still the 1929 Great Depression! Over 1 billion people will go to sleep without food every night and over 600 million people don’t have access to clean water.

On the other hand, around 1.6 billion are suffering from overeating and obesity. What an absurdity in this world that such an abnormality exists? I have always felt that I should do something good in my effort to change this anomaly.

I am a firm supporter of individual social responsibility. My commitment to see a more socially responsible world and a desire to share my knowledge of the noble principles of sustainable development, inclusive growth, global peace and national pride that led to the formation of the Alleem Foundation.

The hallmark of Alleem Foundation is its focus to strive for and support these principles, rising beyond the barriers of cast, creed, color, religions or nationalities and to support and enlighten all with a mission to put a smile on each of their faces! The logo of the Alleem Foundation best exemplifies this philosophy with its image of four happy faces represented in varied hues of the four primary colors. These colorful happy faces drive home the message of how the simple act of being socially responsible brings about happiness in others’ lives and creates an environment for efficiency and growth.

The Alleem Foundation also serves as the platform that financially and morally supports the endeavors of the various knowledge and networking units of the Alleem Knowledge Center such as Alleem Library, Alleem Brilliant Networking, Alleem Business Congress, Alleem Strategy Clubs and Alleem Executive Education Programs.
Dr. Rashid Alleem is widely known as a visionary and thought leader in business, socio-economic, academic and cultural fields. Known for his strategic thinking, he is respected by peers as a man with qualities of mind and heart.

Dr. Alleem dons many hats and hones various skills and passions. Chairman of Sharjah Electricity & Water Authority - UAE. He served for over a decade as Director General, Department of Seaports and Customs and Sharjah Free Zones Authority. He was the driving force in transforming the zones into a strategic commerce hub empowering thousands of businesses in the region, thereby contributing to the development of the UAE economy. He has been instrumental in bringing on board over 12,000 companies from across 157 nations attracting a whopping $ 40 billion FDI.

Dr. Alleem leadership has helped create business excellence on other fronts as well. His association as Vice Chairman of World Association of Small and Medium Enterprises as also of other organizations like Sharjah Charity International, Sharjah Medical Zone, German Emarati Joint Council for Industry and Commerce and World Trade Development Council in Hong Kong, his contribution in enriching the business ecosystem has been noteworthy.

An honorary visiting faculty in numerous local and international universities addressing almost 15,000 people a year, Dr. Alleem truly believes that excellence can be achieved only through sustainability by aligning commercial, social and environmental objectives.

A prolific writer both in English and Arabic, Dr. Rashid Alleem is the author of several books on management and leadership. His recent book ‘My Green Journey in Hamriyah’, a candid account of his endeavours in improving environment and his green message sent across not only to entrepreneurs but also organizations worldwide has been well received. The book has been applauded for its professional and practical approach on many knowledge platforms. Another book he authored is ‘My Leadership Secrets’, written in English and translated into Arabic, German language is a much sought after in the several circuits. He frequently addresses a diverse range of audience on the development of human capital and socially responsible business empowerment initiatives.

In 2001, he founded Alleem Knowledge Center, a not-for-profit organization, which is a testament to his numerous initiatives and relentless efforts to promote leadership potential and to enrich the tenets of knowledge sharing.

When the financial meltdown happened in September 2008, resulting in the crash of the global economy, Dr. Alleem took up the cudgels and went about creating fresh benchmarks for the industry in an effort to mentor and prepare the industry captains to withstand crisis. Alleem Knowledge Center chalked out an elaborate agenda for organising various events under the banner - Alleem Business Congress – addressing various key issues through this unique forum.
Alleem Business Congress went about setting lofty benchmarks against the best international practices. Alleem Business Congress provides a wide platform where business leaders meet and work together to address survival strategies as well as the economic, social and environmental challenges of sustainable development by deliberating on Energy and Water, Leadership & Management, Project Management, Sustainable Development & Inclusive Growth and Marketing & Branding.

A commentator par excellence, his contributions on benchmarking overall excellence are much sought after in local and international publications. His thought-provoking articles have been the subject of discussions in various socio-economic events at national and international platforms. A popular persona with the local and overseas media, Dr. Alleem’s interview with BBC World English Channel for its Middle East Business Report segment broadcast to an international audience created a huge response from home and abroad and more recently he interviewed by Deutsche Welle –DW a German international broadcaster, for ‘Made in German Report’.

Thanks to his leadership experience gained over two decades in the international business arena, Dr. Alleem is today acknowledged as a ‘Change Leader’ who is striving relentlessly to usher in a new business ecosystem.

Dr. Alleem earned a Ph.D. from the University of Salford, Manchester, UK, and received an honorary Ph.D from Atlantic International University (USA) in recognition of his achievements in the socio-economic fields. With honorary doctorates from Somalia University for Humanitarian Services and American Global International University in the US for his global business contributions and numerous academic achievements, Dr. Alleem is an embodiment of a lifelong learning and harnessing intellectual capital.

Testament to his efforts are the various accolades he has received, including Achievement Award by League of Arab States 2007, Gold Medal from the Mayor of Cannes for environmental efforts 2007, Excellence in Leadership award from ASSOCHAM in India 2008 and Celebrity of the Year by Khaleej Times newspaper.

As a tribute to Dr. Alleem’s dexterous administrative acumen, The Leading European Architects Forum (LEAF) award 2008 honored Hamriyah Free Zone for its support and for recognizing best practices and promoting excellence. He’s been endorsed as a Maritime Personality for 2009 by Marine Biz TV and bagged Global Champion of Climate Change-2011 award.

Dr. Alleem has been awarded and named the Global Champion of Climate Change at the opening of the ‘Youth & Climate Change’ conference organized by the Youth Exnora International at the prestigious IIT Madras campus, in India.

Acclaimed for his unique leadership qualities, Dr. Alleem has been conferred with the Middle East Business Leaders Awards 2012 as a tribute to his acumen in Training & Human Capital Development. He has also been decorated with the Jewels of Muslim World Award 2012 in Jakarta in recognition of
his achievements as one of the top nine movers of the Islamic economics. He was bestowed with the honour of Environmentalist of the year 2012 by the Prime Minister of Malaysia Dr. Mahathir Mohamad in recognition of his contributions towards sustainable environment. Dr. Alleem is recognized as one among the 100 UAE nationals who have contributed immensely to the ‘happiness’ of the UAE, on the eve of the United Nations’ ‘International Day of Happiness’ 2013.

In 2013, he was conferred with ‘Certificate of Knight Award’ for his outstanding contribution in the field of ‘Leadership & Development’ by International Organisation for Standardisation (ISO) and also bestowed with the Arab Organisation Award for Social Responsibility from the Arab Organization for Social responsibility in recognition of his CSR initiatives in Hamriyah Free Zone. Dr. Alleem has also been decorated with the coveted ‘2013 Extraordinary Human’ Award by the United Nations-World Peace Organization, Washington, United States on the occasion of international day of people with disability.

Early 2014, Dr. Alleem was conferred with ‘Award of Excellence’ by Daimler-Mercedes Benz Germany for the efforts in protecting the Intellectual Property Rights (IPR) of Mercedes Benz in the Emirates of Sharjah, UAE. Later in May, Dr. Alleem received the prestigious ‘Global Economic Development Leadership Award’ in Cochin- India.

In a rare tribute to the wisdom reflected in ‘Management in the whole of the Arab World’, Dr. Alleem was honoured with the ‘Golden Arrow Award’ on 18th Feb 2014 in Dubai. On 3rd April, 2014, he was recognized as ‘Goodwill Ambassador for Peace, Care and Relief in GCC Countries, Middle East and North Africa’ by the International Organization for Peace, Care and Relief and Member of the Economic and Social Council of The United Nations. Many people also recognized him as ‘Green Ambassador of the UAE’.

Dr.Rashid was recognized as “THE KNOWLEDGE AMBASSADOR OF UAE 2015” by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

Dr. Rashid Alleem
rashid@alleem.com
dr.rashidalleem
www.alleem.com
"Writing a Marketing Plan is similar to putting together a complicated puzzle. Each piece contains information that makes sense only when you see the finished product."

- RASHID ALLEEM

**Alleem Business Congress for the YEAR 2016**

1. **1st Water & Energy Congress Week (WE Week)**
   - 14th - 18th February 2016

2. **8th Project Management Congress Week**
   - 08th - 12th May 2016

3. **8th Leadership & Management Congress Week**
   - 21st - 25th August 2016

4. **8th Marketing & Branding Congress Week**
   - 23rd - 27th October 2016

5. **8th Sustainable Development Congress Week**
   - 11th - 15th December 2016

alleem.com