

# STRATEGIC PLANNING



**MAADA**  
CONSULTING & ANALYTICS

	MAADA CONSULTING SOLUTIONS		
COMMON PROBLEMS	DELIVER RESULTS	BUILD THE FUTURE	SAMPLE TOOLS
<p><b>Poor Objective-Setting &amp; Prioritization</b></p> <p>The organization's business and marketing objectives are not prioritized and constraints not properly identified. This makes it difficult to optimize marketing/ customer plans.</p>	<p>Clarify current objectives through interviews and use of decision tools</p> <p>Workshops to prioritize and gain buy in from team to objectives with business, marketing and other goals. Document objectives in brief. Use objectives throughout rest of plan development process to prioritize strategies and tactics.</p>	<p>Leave tools behind with people trained to use them.</p> <p>Enshrine process of goals clarification in ongoing business planning process.</p> <p>Refresh training/best practice sharing in subsequent planning cycles.</p>	<ul style="list-style-type: none"> <li>▪ Objective Triangle</li> <li>▪ Driver Trees</li> </ul>
<p><b>Inadequate Customer Targeting and Prioritization</b></p> <p>Consumer targets and channel strategies are too broad and un-prioritized to be serviced properly.</p>	<p>Assess current customer and channel situation as part of situation assessment</p> <p>Help client to size business opportunities and identify marketing/ channel strategies to focus interactions. Identify segmentation metrics available for strategy development and control.</p>	<p>Leave tools and methodology behind to estimate segment opportunities.</p> <p>Train client how to do conduct market sizing.</p> <p>Conduct process mapping to bring channel priorities into strategic and operational planning process.</p>	<ul style="list-style-type: none"> <li>▪ Target Map</li> <li>▪ Clustering Analytics</li> </ul>
<p><b>Unsustainable Value For Money Positioning for Current Portfolio</b></p> <p>Lack of understanding of rationale for current price positioning from a customer perspective and how current product portfolio aligns to it.</p>	<p>Conduct workshop to assess current price positioning vs. the competition at total and attribute level. Also clarify internal portfolio price architecture.</p> <p>Use price value tools in workshop to facilitate discussion on how to adjust current and future portfolios.</p> <p>Mine existing research with cutting edge analytic tools for additional insights to identify drivers of penetration and repeat</p> <p>Use wisdom-of-the-crowds techniques for additional insights to inform price/value positioning vs. competition facilitate discussions as to how to incorporate into product renovation and innovation plans</p>	<p>Leave tools behind with training on how to use.</p> <p>Advise on future consumer research design. Training of client team on how to analyze current data to inform product plan prioritization earlier in the process.</p> <p>Refresh training/ best practice sharing in subsequent planning cycles.</p> <p>Ongoing consultation with marketing and product development teams to incorporate current and past research to inform decisions.</p>	<ul style="list-style-type: none"> <li>▪ Targeting Map</li> <li>▪ Price / Value Map</li> <li>▪ Value of Preference</li> <li>▪ Compare and Contrast</li> <li>▪ Price Indexing</li> <li>▪ Price Ladders</li> <li>▪ Advanced Analytic Models</li> </ul>
<p><b>Technology Changing the Customer Relationships</b></p> <p>Technology is rapidly changing the terms of engagement with customers and obsoleting previously successful business models, pricing strategies, and promotional tactics.</p>	<p>Identify technology assumptions behind current pricing strategies and tactics, how technology is changing them, and what changes need to take place to manage customer relationship going forward.</p>	<p>Institute ongoing technology monitoring capability and revise long-term technology plans.</p>	