

**‘Meeting  
needs  
profitably’**

**Who  
is your  
client?**

# **THE MARKETING PLAN**

**Focus for  
you and  
your staff**

**Generates  
new ideas!**

# THE **MARKETING** PLAN

Targets clients:  
Segmentation; Laser-like, sniper precision  
with your 'Persona'.



Used by banks or investors:  
'Family, Fools and Friends'.

# THE **MARKETING** PLAN

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## **Internal and external analysis**

Market review, regulatory framework, Competition  
Revenue projections Y1 - Y5

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## **Vision and Mission**

Approach and Assumptions

Objectives

Market Segmentation and Market Research

Products and Services

Pricing

Distribution

Marcomms plan

PR, sponsorship

Budget

Marketing Organization

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## **Action Plans (Short term)**



**Investment in YOU...your  
business.**

**'Sit down and think'  
It works! WID**

**Don't bother wondering HOW?**



**Simple to do.**

**ONE  
PAGE  
marketing  
plan**

**ONE  
SOLUTION**

Vision:

Mission:

Approach:

Assumptions:

Objectives:

**Market review, regulatory framework, Competitiveness**  
SMS growing, limited Broadband (BB) offerings from mobile network operators,  
Few players offering fixed wireless BB, bandwidth speed still very low. GSM congested  
frequencies not available for projections imply 225 new customers per month,  
1.1 per day. Addressable market over 300,000 SMEs.

**Revenue projections 13-17** MEuros, 21.8 MEuros, 39.8 MEuros, 51 MEuros, 54.8 MEuros.  
Initial environment: limited broadband, best talent required, limited budget for Marcomms  
and launch. Addressable market over 300,000 SMEs.

**One solution will be Enterprise Solution Provider of choice in Romania**  
connectivity and managed services.

**To create and fulfill demand for leading edge data and management**  
Innovator in Broadband connectivity, internet access, and  
Wide range of services covering all SME and corpora  
Launch products consistently through pipeline si  
Sufficient financing secured  
One solution capitalizes on first mover  
before Vodafone and Orange)  
Affordability of segments)  
Fairly robust economy des

**Gain strong position**  
**Surpass sales for**  
**the first 12m**  
**Secure c**

**ONE PAGE  
Marketing Plan**

**FIRST  
SOLUTIONS**

**Vision**

**Mission**

**Approach**

**Assumptions**

**Objectives**

**Market  
Segmentation**

**Products &  
Services**

**Pricing**

**Distribution**

**Marcomms plan**

**PR, sponsorship**

**Marketing budget  
(excl. salaries)**

**Customer care**

**Marketing  
Orzaniation**

**Action Plan (Short  
term)**

**Market review, regulatory framework, Competition:** Mobile penetration still climbing, SMS growing, good, fast Broadband (BB) offerings from MNO (Mobile Network Operators) with 4G. MNO's offering fixed wireless BB, fastest bandwidth in Europe. Smart phone penetration climbing quickly. Year 1 projections imply 225 new customers per month, 11 per day. Addressable market over 3000 SMEs (Small Medium Enterprises).

**Revenue projections (Year 1 - Year 5):** 6.9 MEuros, / 21.8 MEuros / 36.8 MEuros / 51 MEuros / 54.8 MEuros.

**Internal environmental analysis:** Start-up: best talent required, limited budget for Marcomms and research; billing system should facilitate competitive products and requirements. First Solutions has to plan right for a seamless and memorable launch.

**First Solutions will be the Enterprise Solution Provider of choice in Romania for connectivity and Managed Services.**

**To create and fulfill demand for leading-edge data and managed services to all of Romania.**

- Innovator in Broadband connectivity, internet access and managed services
- Wide range of services covering all SME and corporate needs.
- Launch products consistently through pipeline, simple pricing, billing system advantages.

- Sufficient financing secured.
- First Solutions capitalizes on first mover advantage (implement full line of business services: emulate Telekom).
- Affordability of segments.
- Economy growing by 5% (GDP).

Gain strong position in Business segments, 1) SME, 2) Corporates, 3) SOHO (Small Office / Home Office).  
Surpass sales targets. Increase Broadband (BB) penetration. Attain 5% market share in first 12 months, 7% in the first 24 months and 10% market share by EOY3.  
Secure one significant customer (in top 50 of country) in the first 3 months of operation.

SME = Immediate term focus. Develop strategy for Corporates and SOHO. Interview clients prior to launch, identify USP (Unique selling proposition).

B2B Broadband connectivity, internet access, Hosting services, Remote management services, Professional services. Introduce bundles, User Installable CPEs (BB in a box) and SLAs.

5% -10% price advantage over closest competitor for Broadband connectivity (leaving room for further erosion). Premium pricing on managed services. Simple and fair tariffs (Flat).

**Direct:** Implement First Solutions shop at HQ. Direct sales team, telemarketing team. Online ordering, **Indirect:** Commissioned agents, network of Independent shops.

Brand + values, logo definition. Web site ready. Identify proper ATL combination for markets (biz journals). Regional advertising tactics. Secure corporate mailing list/send DM piece. Data expert conferences. Data brochures, white papers and user forum. Tools for Sales. Launch with Teaser campaign. Implement Digital Marketing initiatives (Ad Words).

Prepare launch in unique wireless areas. Create good impression with Media. Provide free BB access to gov't leaders, opinion leaders, media and client decision makers. Launch "BB for school" program.

**Minimum required 500k Euros (Year 1), 500k Euros (Year 2), 1.5M Euros (Year 3).**

Train CSRs, launch with 24/24 service Hotline, ensure CTI/CRM tools.

1 Marcomms/PR Mgr, 1 Product Manager, 1 sales/technician, 1 financial modeler (outsource), 1 Trainer (distribution).

- Assess Org chart requirements/in synch with plan – key staff on board.
- Prepare services pipeline for launch. 1 new product launch per month.
- Adequate Alpha testing and Beta testing with friendly customers.
- Launch commercially. Adjust pricing quickly (ensure Billing system flexibility).
- Roll out nationally when 10 major city service is seamless.
- Poach staff from MNOs.