



GLOBAL MARKETING TEAM (500)

—Secondary—

REGIONAL – 2020

Judges: Please double check and verify all scores and answer keys!

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Workplace Skills Assessment Program competition.



Topic

Majestic bears in their natural habitat, eagles soaring overhead, a geyser erupting every 44 to 125 minutes—memories that last a lifetime. In operation since 2006, Grand Adventures is a Jackson, Wyoming eco-tourism company that specializes in nature-friendly wildlife, photography, and sightseeing safaris in the Yellowstone and Grand Teton National Park areas. Public and private hiking, biking, kayaking, and whitewater rafting excursions are popular year-round. Experiencing year-over-year growth and positive recognition for their tour offerings and certified personable guides has prompted the owners to consider expanding their eco-friendly operations.

Your firm has been hired to provide a marketing plan for expansion to a second domestic location (within three years) and a vision for future global expansion in one country of your choice (within five years). Be prepared to justify both expansion markets in your marketing plan and your presentation.

Use the Marketing Plan format in the [Style & Reference Manual](#) and the rubric as your guide.

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

JUDGING PROCEDURE

- Teams will be introduced by team number. **Contestants may continue to wear their name badges and refer to each other by name.**
- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each team.
- The length of set-up will be no more than three (3) minutes.
- The presentation will be no more than ten (10) minutes; followed by judges' questions not to exceed five (5) minutes.
- Excuse teams upon completion of judges' questions.
- **There can be no ties in the top ten (10) teams.** It is the responsibility of the judges to break any ties.
- Administrator will fill out ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Scoring Rubrics, Judges' Comments Sheets, and contest materials.
- No audience is allowed in the contest room.
- Contestants must prepare their marketing plan following the template provide in the *Style & Reference Manual*. A copy is attached for your reference.

Please double-check and verify all scores!

Marketing Plan (*bold*)

Marketing Plan
Top Margin: 1"
Side Margins: 1"
Spacing of Body Text: SS

Part I—Synopsis or Mini-plan (*bold*) (DS)

This section contains an Executive Summary. An Executive Summary defines and illustrates the content of the Marketing Plan. It should be no more than one page in length so as to allow the reader to determine his/her interest in reading the balance of the plan.

Part II—Company Goals (*bold*) (DS)

Included in this part of the Marketing Plan are the objective and/or goals established for the organization. There are items that will generally result in and/or produce outcomes for the company to achieve.

Part III—Description of Customers and their Needs (*bold*) (DS)

This section should define the target market for your product/service. In order to sell products/services, marketing experts must understand the needs of consumers. Having a clear understanding of customer motivations will provide a clear direction for the overall marketing plan. Your market research should include the gathering of demographic information.

In the global market other considerations include communication, traditions and customs, and buying habits. What does your research reveal about your target market?

Part IV—Description of Pricing Strategy (*bold*) (DS)

Pricing involves many factors. The marketing plan must include your rationale for price setting. Included in this section will be all the elements affecting the production process. Differentiate between fixed and variable costs as well as the break-even point. Profit margin should be established in this section.

Part V—Competition (*bold*) (DS)

In this section you provide a clear picture of the overall market. How many other firms/businesses offer the same product/service? What is your plan to win over the customer base when they have a clear choice between your offerings and the other firms/businesses? Is there a place for your business?

Part VI—Marketing Mix (*bold*) (DS)

A good marketing plan answers questions regarding the promotion of the product/service. Will it appeal to buyers? How much should it cost? How does the seller get information distributed to potential buyers? Where should the product/service be sold? How does this product/service appeal to consumers in other countries? This section should include the factors of price, promotion, and location.



Part VII—Economic, Social, Legal, and Technological Trends (*bold*)
(DS)

Key factors in these areas have a dramatic effect on the success or failure of a business. This section should include your research findings as they relate to the product/service you are marketing. Make sure your findings relate specifically to your marketing plan.

Part VIII—Human Resource Requirements (*bold*)
(DS)

What is the organizational structure of your business? This section should include an organization chart that defines management, supervision, and all levels of employment within your organization as well as job descriptions, required education and skills, and work experience requirements.

Part IX—Marketing Timeline (*bold*)
(DS)

No marketing plan can be implemented without a timeline for yourself and your employees. Include timeframes for implementation of the specific strategies included in your Marketing Plan. Detail employee responsibilities for the items in the timeframe. Timeframes can be as short as one week or as long as one year.

Part X—Methods of Measuring Success (*bold*)
(DS)

How will you determine the success of your marketing plan and your business?

MARKETING PLAN
Second and Subsequent Pages:
Top Margin: 1”
Side Margins: 1”
Header: Name of Company
(key the word Page followed by the page number) Page 2