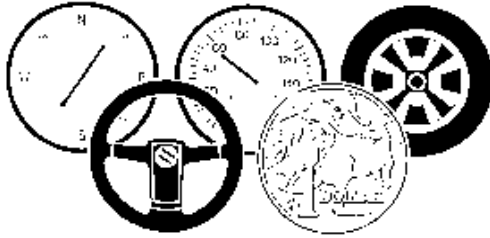
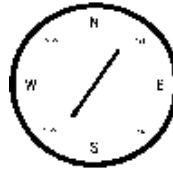


2. THE GOLD MEDAL MARKETING MANUAL



Like any Olympic Medallist, successful Marketing and Sales requires focus, dedication and attention to basic principles. These may be symbolised by the “Olympic Rings”, consisting of the Compass, the Wheel, the Speedometer, the Steering Wheel and the Dollar Coin. These rings comprise the five parts of the Gold Medal Marketing manual.



PART 1 “THE COMPASS” **Setting current and future business direction**

Corporate and Marketing objectives are developed, brand attributes defined, and the available manpower and financial resources examined.



PART 2 “THE SPEEDOMETER” **Involves measuring past and future Sales and Marketing performance**

Important performance indicators are defined and examined, including sales, profit, customer counts, average sale, and “customer satisfaction”. Market Research is undertaken.



PART 3 “THE WHEEL”

Develops a comprehensive understanding of the market

An understanding of the market and customers derived from the Market Research is used to develop the “product”, target market, distribution/sales and pricing strategies.

An analysis of Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.) is undertaken, and an examination of the future trends, the competition and competitors. The objective is to understand the market and determine your company’s sustainable and unique competitive advantages, and how these advantages may be further developed and communicated to current and potential customers. A documented Advertising and Promotional Plan is developed, which details the “when”, “where”, “who”, “what”, and “how” of the promotional strategy.



PART 4 “THE STEERING WHEEL”

Provides a systematic, practical action plan to “drive” the marketing strategy

Plans, Projects and Priorities are defined and developed. Roles and responsibilities are allocated, and timeframes and performance targets determined.



PART 5 “THE DOLLAR COIN”


Monitors and reviews Income and Profits

Involves the examination and implementation of the Sales, Marketing and Promotional Plan, and the monitoring and review of performance.

The Gold Medal Marketing Strategy Plan will provide a clear and documented plan of where you are, where you are going, and how you are going to get there. The Gold Medal Marketing Program will “plan

the work” and assist you to “work the plan”. It is a blueprint for future Marketing action and success.

3. SOME TYPICAL PAGES



PART 1 THE COMPASS

SETTING DIRECTION


The basis of any successful business is a clear understanding of "what you are", "where you are going" and "how you are going to get there". Without such knowledge, it is impossible to determine how your business is going and if and when it has arrived. This may be represented as an action flow chart.

WHAT
Part 1: "The Compass"
Q
WHENCE
Part 2: "The Speedometer"
Q
HOW
Part 3: "The Wheel"

Part 1 examines where you are now and where you want to be.

PART 1 - THE COMPASS

Topic 1 The Problems to be Solved
Topic 2 The Solution to the Problem
Topic 3 Type of Business
Topic 4 Corporate Objectives
Topic 5 Marketing Objectives
Topic 6 Company Structure
Topic 7 Brand Attributes



PART 2 THE SPEEDOMETER

MEASURING PERFORMANCE

Without the development of a measurable Marketing and Sales Plan, the pursuit of success is impossible to track and its attainment difficult to measure. In addition, there is a need to assign accountability and ensure regular reporting and review of company and customer performance. Areas or performance which must be measured include Sales, Customer Counts, Average Sale, Market Share, Quality and "Customer Satisfaction". Market Research is also an invaluable tool in which to evaluate performance and progress. Some introductory market research will be undertaken.

Part 2 examines where you are now and where you have been.

PART 2 - THE SPEEDOMETER

Topic 8 Annual and Monthly Sales Trend Analysis
Topic 9 Product/Service Category Sales Analysis
Topic 10 Individual Product/Service Sales Analysis
Topic 11 Monthly Product Category Sales Analysis
Topic 12 State, Territory or Sales Region Analysis
Topic 13 Customer Sales Analysis
Topic 14 Monthly Sales Performance Analysis Reports
Topic 15 Business Review and Financial Analysis
Topic 16 Market Research
Topic 17 Market Research: Attributes Desired by Customers
Topic 18 Market Research: Performance Evaluation

THE "THREE PILLARS"

During Part 3, we shall examine the major components of a marketing strategy.

Components of a Marketing Strategy

WHAT "What products do we want to focus on?" Product priorities Topic 19	WHO "Which customers do we want?" Customer/segment priorities Topic 20	HOW "How do we want to act in our competitive environment?" Positioning and priorities in marketing mix Topics 31-33
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PART 3 THE WHEEL

Topic 19 Strengths
Topic 20 Weaknesses
Topic 21 Opportunities
Topic 22 Threats
Topic 23 Future Trends
Topic 24 Target Market Strategy
Topic 25 Product Strategy
Topic 26 Sales Strategy
Topic 27 Pricing Strategy
Topic 28 Competition and Competitors
Topic 29 Brand Positioning
Topic 30 Brand Differentiation
Topic 31 Development and Communication of Brand Differentiation
Topic 32 Current Advertising and Promotional Activities
Topic 33 Proposed Marketing and Promotional Activities
Topic 34 The Four P's of Marketing
Appendix A - Performance Evaluation



PART 4 THE STEERING WHEEL

DRIVING THE PLAN

Successful Marketing and Sales requires that you have a clear idea of where your company has been, where it is going and how it is going to get there.

We shall now document and prioritise what actions will steer and drive your Marketing Plan in the right direction.

Our driving focus will be "customer satisfaction" and the delivery of their wants, needs and desires.

Part 4 examines how you are going to get there.

PART 4 - THE STEERING WHEEL

Topic 36 The Solutions to the Problem
Topic 37 Ideas, Issues and Actions
Topic 38 Plans, Projects and Priorities

PLANS, PROJECTS AND PRIORITIES

INDIVIDUALS/COMMITTEES		
IMMEDIATELY		
A.S.A.P.		
WHEN TIME OR \$ ALLOW		
ONGOING		

Q Insert the name of the person(s) or committee responsible to implement the required "Idea, Issue or Action".
* Asterisk (*) those areas where Gold Medal Marketing Pty Ltd may be of further assistance.

MAJOR ISSUES:

1	2	3
4	5	6

TOPIC 14 MONTHLY SALES PERFORMANCE ANALYSIS REPORTS

You need to know where you are, in order to know where you are going.

Following the analysis of the various product category sales, the determination of budgets and the definition of performance benchmarks, it is now necessary to track and review progress towards these objectives.

THE TRIPLE WHAMMY

There are three ways to substantially increase your business's sales and profits.

1 Increase Satisfied Customers (Customers)	x	2 Increase Average Sale Value (Total Sales ÷ Total Customers)	x	3 Increase Transaction Frequency (Frequency of Transaction)
100 customers 110 customers	x	\$100 \$110	x	1 per annum = \$10,000 1.1 per annum = \$13,310

A 10% increase in each factor will result in a total increase of 33%.

In order to increase your business's sales and profits, it is vital to monitor:

- Total sales
- Customer numbers
- New customers
- The average sale
- The frequency of purchase
- Buying customers
- Inactive customers

Later, during Topic 33 - "Proposed Marketing and Promotional Activities", we will develop specific strategies to increase these important variables.

TOPIC 24 TARGET MARKET STRATEGY

List below the various major target markets in which your company currently operates, e.g. Retail, Industrial, Commercial, Government, etc.

All income should now be categorised and allocated to the various target markets.

Markets	Your Sales	Your % of Total Sales	Est. Total Market Sales	Est. Market Share
1	\$	%	\$	%
2	\$	%	\$	%
3	\$	%	\$	%
4	\$	%	\$	%
5	\$	%	\$	%
6	\$	%	\$	%
7	\$	%	\$	%
OTHER	\$	%	\$	%

Describe your company's "core" business (e.g. 60% of your company business).


TARGET MARKET ANALYSIS

List below the current and potential target markets, ranked order of current sales volume or estimated market size.

Score and total each target market as indicated below.

Important attributes may be given additional score weighting values, e market size, profit level.

Target Market	Sales Level	Market Size	Profit Level	Growth Potential	Est. of Growth/Easy	Strategic Importance	Degree of Competition	Company Support



PART 5 THE DOLLAR COIN

ACHIEVING SUCCESS

During Part 5, we will "drive" and monitor success. Meetings should be held and various statistical information produced and analysed. Part 5 is about scoring and analysing performance so as to know where and how your sales, income and profits are increasing and what areas may still require attention and action.

Part 5 examines the achievement of success.

PART 5 - THE DOLLAR COIN

Topic 39 Corporate Change and Culture
Topic 40 Planning and Monitoring
Topic 41 Monitoring Success
Topic 42 Conclusion

4. THE GOLD MEDAL MARKETING WORKSHOPS

The following major topics are covered during the eight (8) workshop sessions. These topics are included in the Gold Medal Marketing Manual, and documented in the Strategic Marketing Plan.

WORKSHOP 1 "THE COMPASS"

Setting current and future Marketing direction

1. The problem to be answered
2. Type of business
3. Corporate objectives
4. Marketing objectives
5. Business structure and resources
6. Brand attributes

WORKSHOP 2 "THE SPEEDOMETER"

Measuring past and future Marketing success

7. Performance measurement, analysis and benchmarking
8. Market Research

WORKSHOP 3 "THE WHEEL" (PART 1)

Understanding your market

9. Strengths
10. Weaknesses
11. Opportunities
12. Threats
13. Future trends

WORKSHOP 4 "THE WHEEL" (PART 2)

Developing market strategies

14. Target market strategy
15. Product strategy
16. Sales/distribution strategy
17. Pricing strategy

WORKSHOP 5 "THE WHEEL" (PART 3)

Competitive and communication strategies

18. Competition and competitors
19. Brand positioning
20. Brand differentiation
21. Development and communication of brand differentiation
22. Review of current advertising and promotional activities
23. Proposed advertising and promotional activities

WORKSHOP 6 "THE STEERING WHEEL"

Driving the Marketing implementation strategy

24. The "Four P's" of Marketing
25. The Answers to the Problems (this topic involves ensuring that the "problems to be answered", as defined in Topic 1, have been resolved)
26. Ideas, Issues and Actions
27. Plans, Projects and Priorities

WORKSHOP 7 "THE DOLLAR COIN"

Achieving and monitoring Marketing success

28. Implementing corporate change
29. Driving the plan
30. Monitoring and reviewing performance

5. PROVEN SUCCESS

The “Gold Medal Marketing” Program provides numerous proven benefits and success.

1. **IT IS A PROBLEM SOLVER**

The Program provides solutions to all the Marketing and Sales problems and issues defined and documented at the outset of the Program.

2. **IT IS PRACTICAL AND SIMPLE**

The Program is not theoretical, but provides practical, proven and simple means to solve marketing problems in a fast and cost efficient manner.

3. **IT IS OBJECTIVE**

The Program provides an unbiased, critical, self-evaluation that “pulls no punches”.

4. **IT IS OWNED**

The Program develops a Marketing Strategy Plan which is “produced”, “owned” and then “driven” by its participants.

5. **IT IS FOCUSED**

The Program overcomes the day-to-day interruptions which constantly distract one from working on the “big picture”. The Program provides an opportunity to work on your business and not merely in your business.

6. **IT IS COMPREHENSIVE**

The Gold Medal Marketing Program provides a comprehensive marketing planning tool and skills, which may be used and re-used for any future Marketing planning situation.

7. **IT IS SUBSIDISED**

The Program may qualify for subsidised Government financial support under the Business Victoria Business Growth Initiative. The subsidies apply to firms operating in Victoria, which are financially sound, show management strengths and commitment to become internationally competitive and export ready through a process of continuous improvement.

8. **IT IS SUCCESSFUL**

The Program brings together ideas and experiences which have been used successfully by previous clients, and which has been recognised by the receipt of numerous awards, referrals, letters of appreciation, and ongoing long term client relationships.

9. **IT IS SALES AND PROFIT DRIVEN**

The Program produces measurable Sales and Profit results.

10. **IT IS GUARANTEED**

The Program is guaranteed to provide additional Sales and Profits, avoid ineffective and inefficient advertising and promotional expenditure, and answer your Sales and Marketing problems as defined at the outset of the Program, or no charge.