

**CPF**  
CERTIFICATE IN PROJECT FINANCE

# Marketing Analysis of a Project



# Objective of the Session

- Understand Marketing Planning
- Understand Steps of Marketing Process
- Market feasibility Study in context of Project Marketing
- Research Methodology for Project Market Research
- Understand Competitor Analysis
- Understand Market Share Analysis
- Understand USP
- Product/Project Life Cycle
- Monitoring of Marketing Activity

# Why Marketing Planning is needed?

- Market Research
- Barriers to Entry
- Threats & Opportunities
- Product Features & Benefits
- Target Customer
- Key Competitors
- Positioning / Niche
- How you will market to your customers
- Marketing Budget

# Marketing Planning Process



# A THREE-STEP APPROACH TO DEFINING A TARGET AUDIENCE:



## CONDUCT TARGET CUSTOMER RESEARCH

Compile all of your existing intelligence on your target market, and look for opportunities to learn more about it. Additionally, use Google Analytics to drill down into your site traffic and perform a deep audience analysis.



## ANALYZE THE MARKET

Review your competitors' marketing efforts to better understand what you're up against. Likewise, you'll want to be aware of any other campaigns your business is currently running, as you don't want to cannibalize your share of audience attention.



## DEFINE THE AUDIENCE

Pair hard data and a thorough understanding of your audience's needs, answer questions like: What problems does your product or service solve? Which demographic characteristics influence the decision-making process?



# Methods of Market feasibility Analysis



# Market Research Methodology



# Analysis of Competition

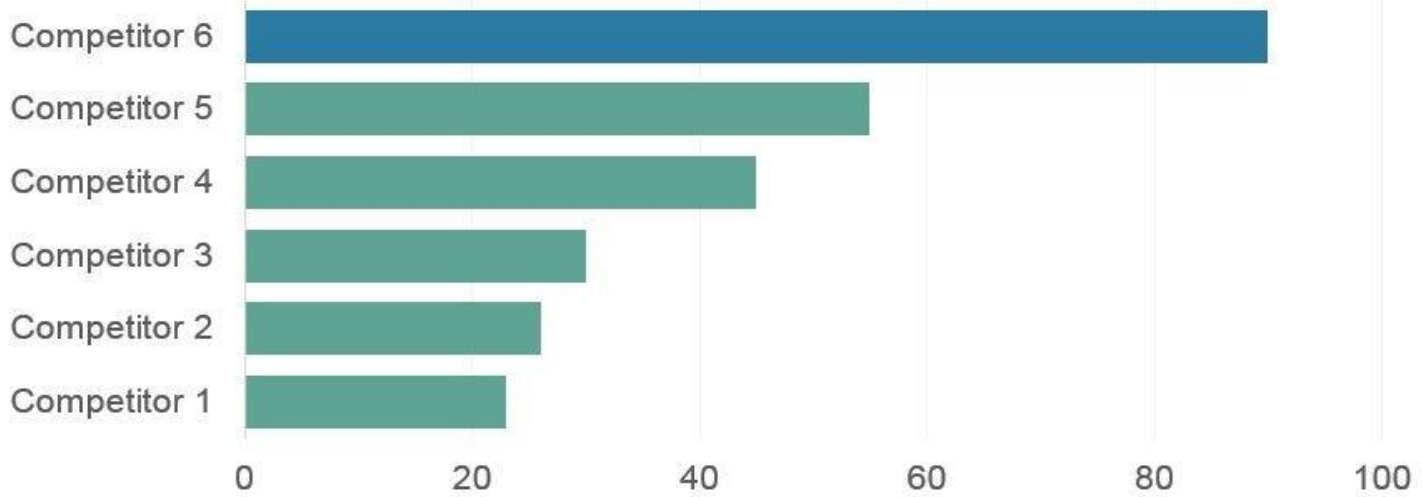
	Enter your company	Enter competitor	Enter competitor	Enter competitor	Enter competitor
Product/Service					
Profitability					
Financial Resources					
Market Share					
Growth					
Marketing Strategies					
Strengths					
Weaknesses					
Business Model					

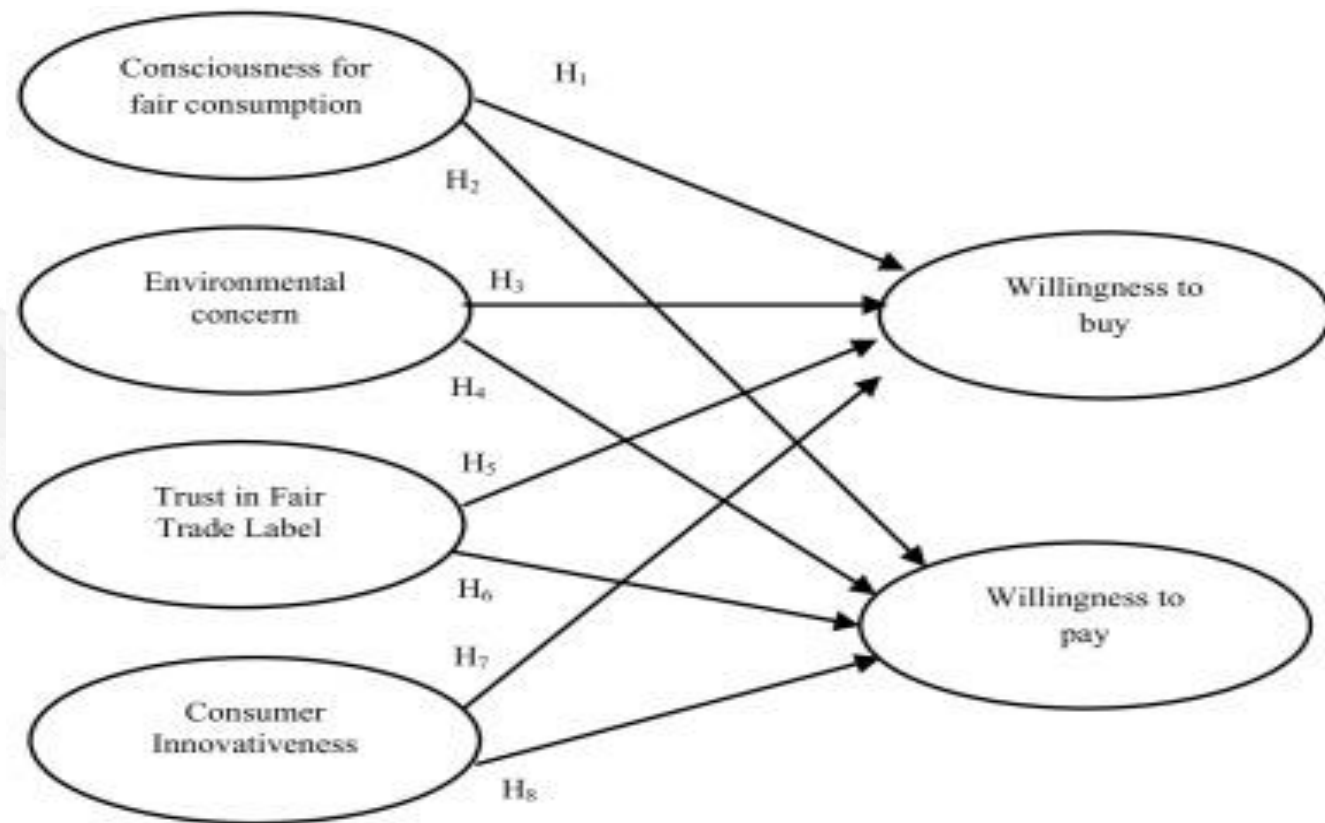


# Concept of Market Share



### In Percentage %







# Reinforcing Willingness to Buy

- Pre and post purchase presentation
- Explaining Opportunity Loss for not purchasing
- Explaining the environmental issue (applicable for Green Energy Projects)
- Make the lead understand the pride of association with a Brand
- Opportunity of breaking convention



# Reinforcing Willingness to Pay

- Discount
- Early bird offer
- Freebies
- Reward Points
- Incentives
- Installment Facilities
- Bank Loan/Debt



## Unique Selling Proposition

### ✓ - *Winning Zone*

Clear point of difference that meets the needs. make it even bigger.

### ✗ - *Losing Zone*

Your copetitor meets the consumer needs better then you do. you'll be crushed.

### ? - *Risky*

Competitive battle ground. use emotion, innovative, superior execution.

### *Who Cares*

Many times, competitors battle in areas the consumer just doesn't care about. Have fun wasting your time.

# How to Create Your USP: *Unique Selling Proposition*

## *What is a Unique Selling Proposition?*

Your USP answers the question –  
“Why should I buy from you?”  
It makes you **STAND OUT** in a crowded marketplace

## *What are the Elements of a GREAT USP?*

- ⇒⇒ Memorable
- ⇒⇒ Targeted
- ⇒⇒ Emotional

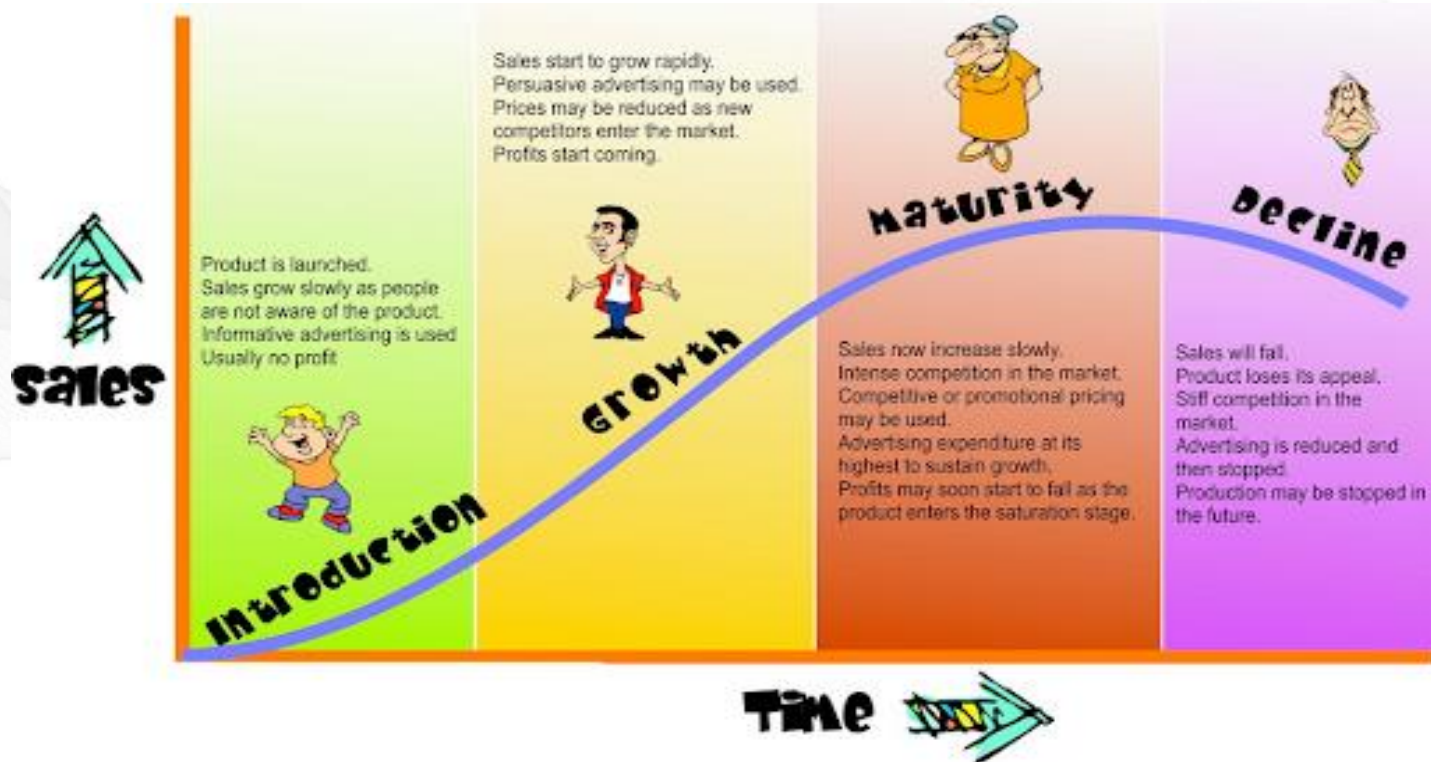
*Step 1*

## *Understand Your Target Market*

- ⇒⇒ Study their demographics
- ⇒⇒ Observe them in their habitat
- ⇒⇒ Engage them in conversation
- ⇒⇒ Take notes on everything you learn
- ⇒⇒ Draw a picture of “real” person with your market’s traits



# Product/Project Life Cycle- a quick view





# Monitoring of Marketing

Parameters	Expectation	Actual	Deviation	Reasons for Deviation
<b>Customer Acquisition (Number)</b>				
<b>Revenue</b>				
<b>Cost</b>				
<b>Profit</b>				

**Thank You**