

**Date:** **Instructor:** Jeffrey Pinegar  
**Class:** BUS-341 Marketing **Phone:** 717.358.4460  
**Due Date:** April 24, 2003 before noon **E-mail:** Jeff.Pinegar@FandM.edu  
**Subject:** Paper 4: Group Product Marketing Plan Presentation

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### Submission of Work:

Please turn in this work via email attachments.

### Description:

Throughout this course you have written three individual papers about Dell (1) Strategic Planning Gap at Dell, (2) Market trends and SWOT analysis of Dell, and (3) Product Development at Dell.

Now, as a **self-selected group of four or fewer**, you are going to prepare an abbreviated Product Marketing Plan for Dell's laptop business that you discussed in Papers 2 and 3. I strongly encourage you to refer to the work that you did as individuals incorporating my comments and any additional information that has been developed since the original work was prepared.

Assume that you must present your marketing plan to the Executive Committee at Dell. As stated, this should be in the form of a presentation that you could give to the Executive Committee. Therefore, I have some specific demands and recommendations.

- Demand—Prepare the presentation using PowerPoint.
- Demand—assume that some member of the committee will not be there for the presentation (you will not be giving the presentation) and therefore your presentation must stand on its own (you will not be there to fill in any key information). If there is something that you feel cannot be adequately and clearly explained on a PowerPoint slide, add it to the notes section of that page or as a separate document that refers to that slide number. Just in case you don't know, you get to the notes section in PowerPoint by selecting View from the menu then Notes Page. You may also need to include endnotes, footnotes, bibliography.
- You do not have to include estimates of cost and timing, which are typically part of a marketing plan.
- Select and use a PowerPoint template; this will help to ensure that you have a professional looking presentation to accompany your professional content.
- Good presentations always have slides designed to let the audience know where you are going and where you have been. Where you are going slides might include overview slides, slides to mark the beginning of major section, etc. Where you have been slides might include summary or conclusions sides.

## Outline

Your presentation should include the items listed below. This is NOT a list of slides for your presentation (one item one slide). Some items may take only one slide to cover while other topics will take several slides. Also, even though this is a presentation, you need to support your work. For example, when you present an estimate of the market size you need to also share with the audience where that number came from.

### 1. Executive Summary

A high-level summary of the marketing plan.

### 2. The Challenge

Brief description of product to be marketed and associated goals, such as sales figures and strategic goals.

### 3. Situation Analysis

#### 3.1. Company Analysis

- Goals
- Focus
- Market share

#### 3.2. Competitor Analysis (include HP/Compaq and Gateway)

- Market position
- Strengths
- Weaknesses
- Market shares (using current data not case data)

#### 3.3. Climate

- Key trends
- Political, Economic and Legal environment
- Technological environment

#### 3.4. SWOT Analysis

### 4. Market Segmentation

Present a description of the market segmentation as follows:

#### 4.1. Segment 1 - Business Executives

- Description
- Positioning Statement
- Estimate of market size
- What they want
- How do they use product
- Support requirements
- How to reach them
- Price sensitivity

#### 4.2. Segment 2 - College Students

- Description
- Positioning Statement
- Estimate of market size
- What they want
- How do they use product
- Support requirements
- How to reach them
- Price sensitivity

#### 4.3. Segment 3 - Home Replacements

- Description
- Positioning Statement
- Estimate of market size
- What they want
- How do they use product
- Support requirements
- How to reach them
- Price sensitivity

### 5. Marketing Mix

Discuss the marketing mix decisions (4 P's) of product, price, place (distribution), and promotion. There may be differences for each market segment. If the differences between segments are significant I would suggest you do each segment separately.

#### 5.1. Product

The product decisions should consider the product's advantages and how they will be leveraged. Product decisions should include:

- Brand name (This is not Dell, it is names like Inspiron, Latitude, and Precision)
- Scope of product line (depth and breadth)
- Key Benefits and functions

#### 5.2. Price

Discuss pricing strategy. The discussion might include following variables (yes you are expected to do some research on the web):

- List price
- Pricing strategy
- Discounts
- Bundling with other hardware and software

#### 5.3. Distribution (Place)

Decision variables include:

- Distribution channels, such as direct, retail, distributors & intermediates
- Locations
- Logistics, including transportation, warehousing, and order fulfillment

#### 5.4. Promotion

How will you promote this product to the various market segments. Consider:

- What will your message be?
- Will it be different for the different market segments?

### 6. Conclusion

#### **Additional Material:**

- Harvard Business Case: Product Development at Dell (9-699-010). A copy of this case is located on eDisk.
- Harvard Business Case: Dell—New Horizons (9-502-022). A copy of this case is located on eDisk.
- Harvard Business Case: Matching Dell (9-799-158). A copy of this case is located on eDisk.
- You may consult additional business publication, such as BusinessWeek, Fortune, annual reports, etc.

- You may consult our text and other general business texts.

### Writing Guidelines:

Except as altered by this document, use the same writing guidelines I gave you earlier in the semester. If you do not have a copy go to <http://edisk.fandm.edu:16080/jeff.pinegar/standards.htm> where you can read and download a copy.

### Grading:

Your paper will be graded using the following criteria and weights:

	<b>Criterion</b>	<b>Points</b>
The content sections will be graded on quality, clarity, and support of your ideas.	Executive Summary	10
	The Challenge	10
	Situation Analysis (90 points)	
	• Company Analysis	10
	• Competitor Analysis (include HP/Compaq and Gateway)	10
	• Climate	10
	• SWOT Analysis	40
	Market Segmentation (60 points)	
	• Segment 1 - Business Executives	20
	• Segment 2 - College Students	20
	• Segment 3 - Home Replacements	20
	Marketing Mix (85 points)	
• Product	25	
• Price	25	
• Distribution (Place)	10	
• Promotion	25	
Conclusion	10	
Quality of the presentation		50
	• Appearance ( <i>no animation please</i> )	
	• Typographical, spelling and grammar	
	• Effective use of graphics	
	• Flow	