



## **Strategic Marketing Analysis**

### **Homework Help – Sample**

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Head: STRATEGIC MARKETING ANALYSIS OF XYZ

## Strategic Marketing Analysis of XYZ United Group

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## Executive Summary

This is a strategic marketing report, which has mainly nine sections. Section one and two explains about the strategic marketing and research methodology used to complete this paper. Section three describe about industry background, mission, vision, products and services and market definition of XYZ Group. Section four describe about vital strategic and marketing variables that form organization's strategic and marketing analysis like strategic and marketing objectives of XYZ Ltd., market potential and market shares, marketing mix, etc.

Section five of this paper will discuss about the external environment and competitor analysis which comprises PESTLE analysis, SWOT analysis. Porter's five forces analysis, direct and indirect competitor of firm, evaluation of competitor's marketing strategies, future marketing strategies of XYZ Ltd. This paper also discuss about evaluation of current and future market segmentation, strategic analysis with the help of Ansoff's Matrix, assessment of risk and barrier associated with the options and most suitable strategy for the company to achieve its objectives in section six. These analyses are essential for any firm. XYZ Group has successfully utilized its core competencies and converted them into competitive advantage.

In the section seven, the report discusses a strategic marketing plan for the firm which comprises marketing objectives, marketing strategies, responsibilities, time periods, monitoring and control and return on investment. The section eight and nine explain recommendations and conclusion. Thus, this report describes a complete strategic marketing analysis for XYZ Group with the help of data and information retrieving from various internet sites and books.

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