

# Business & Marketing Planning



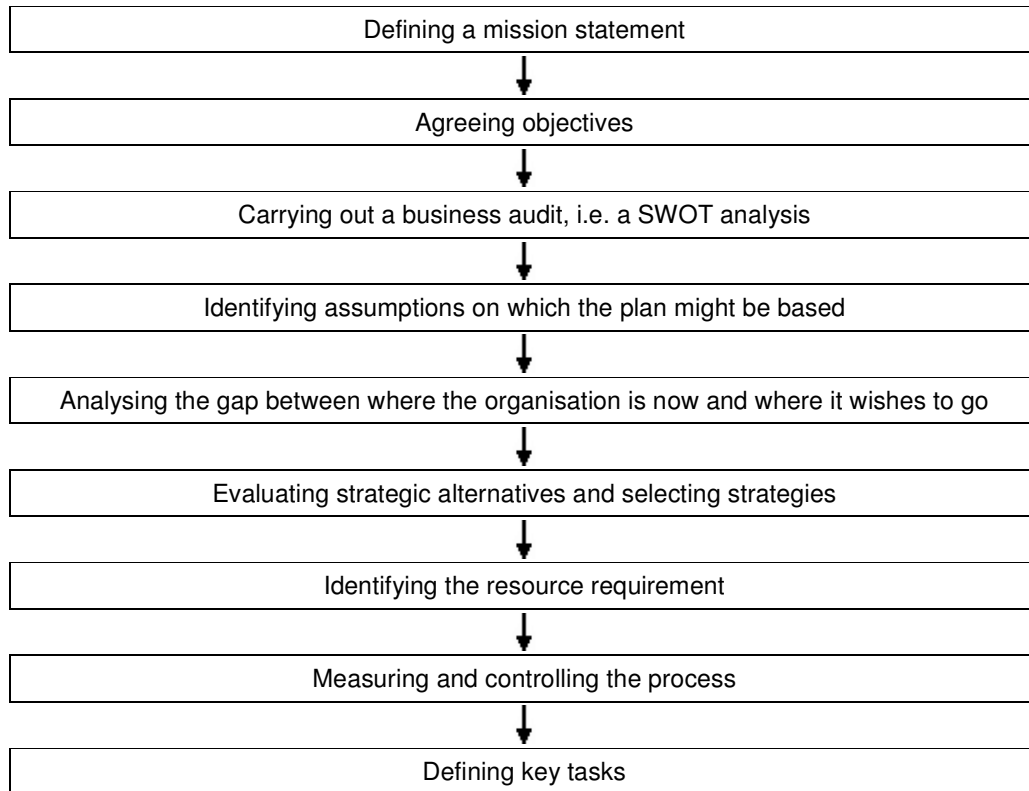
**THE MANOR CONSULTING GROUP**  
Business & Marketing Consultants - Training Specialists

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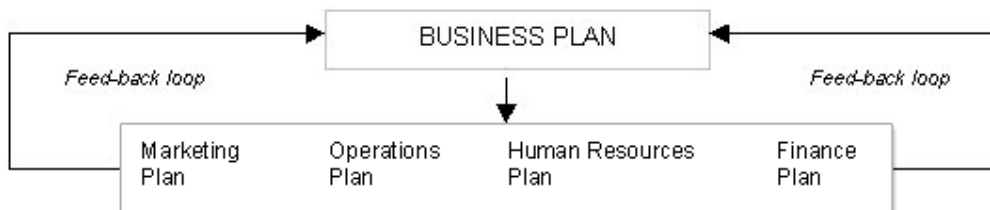
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## What is Business Planning?

Business planning is a structured process which helps the management of an organisation to make the right business decisions for the organisation as a whole. The process involves the following steps:



The business plan provides a framework in which the various business units/ functions, within an organisation, operate. For example:



## What Is Marketing Planning?

Many organisations appear to believe that **business planning** and **marketing planning** are the same. They are not!

**Business planning** relates to the organisation as a whole.

Marketing planning concerns the marketing function only. There are 4 stages to the marketing planning process:

### 1. Business objectives

Definition of business objectives enables subsequent marketing planning to relate to the organisation's broad financial objectives

### 2. The strategic marketing plan

This covers a 3-5 year period and comprises:



### 3. The operational marketing plan

This covers the first year of the strategic marketing plan and is action-oriented. It comprises:

**Objectives and strategies for individual parts of the marketing mix, i.e.**

- products
- pricing
- promotion
- distribution

**Detailed tactics including**

- specific actions
- costs
- responsibilities
- timescale



### 4. Measurement and control



A marketing plan should be a working document. Part of its use involves the constant measurement and control of the progress towards achieving the objectives.

**The successful implementation of strategic and operational marketing plans will contribute to the achievement of the organisation's business objectives.**

## **How Can We Help You?**

The Manor Consulting Group provides a professional, practical and personal consultancy service to organisations in both the public and private sectors which is tailor-made to meet their particular requirements. One of our main aims is to help clients to improve their business and marketing planning in a changing and competitive market. We do this in two ways.

### **A. Consultancy**

#### **Stage I: Production of the Business and/or Marketing Plan**

Stage I concerns the production of a business and/or marketing plan for your organisation. This process involves setting up a Project Management Team which consists of your organisation's senior executives and our own consultants. The function of the Project Management Team is to establish the terms of reference for the production of the plan and periodically to review its development.

#### **Stage II: Implementation**

When the plan has been produced, we will help your management team to implement the plan in the pursuit of your organisation's objectives

### **B. Training and Development**

Your organisation needs effective business managers. As training specialists, we provide two approaches to developing knowledge of business and/or marketing planning and skill in creating business and/or marketing plans.

#### **Planning Workshops**

This approach involves working with your managers and actually creating a business and/or marketing plan with them. Each aspect of planning is discussed and then applied, in a practical way, to the needs of your organisation.

#### **Development Programmes**

This approach differs from the above. Planning concepts are discussed with your managers. Case studies and syndicate exercises support formal presentations. The aim, however, is not to create a business and/or marketing plan but is to help your managers to learn the planning process.

## What Do Our Clients Say?

- "Having been involved in writing Business Plans, I now feel I can offer improvements to what has been done in the past"
- "Gave me a good understanding of the business planning process"
- "It convinced me of the benefits of, and need for, effective business plans - even in 'service' industries"
- "Kept my interest and attention throughout"
- "Although I have been carrying out the business planning process for many years, a lot was learnt from the structured/standard approach"

We have helped clients in a number of sectors. They include:

Abercrombie & Kent	London Borough of Sutton
Anglian Water	Manx Electricity Authority
Antec International	Marine Harvest
Bath City Council	Merial Animal Health
Bayer UK	Mid Kent Water
BNFL	Milk Marque
Booker Agribusiness	Molnlycke Health Care Products
Booker Cash and Carry	Molnlycke Tissue
Boots The Chemists	Mouchel & Partners
Bournemouth and West Hampshire Water	National Veterinary Supplies
British Film Institute	North Somerset Council
British Arab Commercial Bank	Norwood
Bristol Water	Pedigree Masterfoods
Cargill	Petsafe
Carless Refining and Marketing	Rank Organisation
Central Midlands Co-operative Association	Rhone Merieux
CITB	Rhone Poulenc
Clarke Willmott & Clarke	Rohm & Hass
Countryside Agency	RNID
CWS	Royal Agricultural College Business School
Designers Guild	Schering Plough
Du Pont	Somerset County Council
Eastern Electricity	South Somerset District Council
Gehe Pharmaceuticals	South West Water
Gloucester County Council	Span Training & Development
Groundwork UK	SWEB
Hammersmith and West London College	The Chartered Institute of Marketing
Hampshire County Council	The Chartered Management Institute
Health Development Agency	The Prince's Trust
Hubbard ISA	Tilhill Forestry
Hughes Allen Chartered Accountants	Tom Barron
Hyder	Trouw UK
Hyder Water	UCAS
Isle of Man Government	Virbac
Isle of Man Post Office	Watts & Partners
Legal and General	Wealden District Council
Lincolnshire County Council	Wessex Water
Lloyds Bank	West Wiltshire District Council
London Borough of Hillingdon	

## Why Use The Manor Consulting Group?

There are 6 reasons:

- **Objectivity**  
We are totally objective as we have experience of many different types of industry and organisation.
- **Personal Approach**  
The consultant who handles your initial enquiry will manage the assignment to its completion. This ensures that their accumulated knowledge of your organisation facilitates a cost-effective approach to achieving your objectives.
- **Practical Solutions**  
We provide practical solutions which are easy for you to implement.
- **On-going Development**  
We are committed to providing support and counselling in order to help you implement our recommendations.
- **Quality Control**  
We operate a quality control system which helps to ensure that you secure a return on your investment in our professional services.
- **Ownership**  
We encourage your full involvement and commitment, which ensures that you retain ownership of the assignment, by augmenting and not duplicating your own resources.

The Manor Consulting Group is a registered practice of the Institute of Management Consultancy.

It is also retained by the Chartered Management Institute and The Chartered Institute of Marketing to present a number of development programmes.

It is also accredited as an ILM Management Centre and can offer academically recognised management qualifications at a number of levels.

## Your Next Step

When you wish to discuss your current challenges and opportunities, please contact one of our partners. He will arrange a confidential meeting with you without commitment.

### Partners' Biographies:



#### **John Bailey BSc (Hons) MIMC MCIM MCFI**

John Bailey gained his business experience at senior level in both the manufacturing and distribution sectors. He has considerable expertise in helping organisations to add value to their products and services. He specialises in management development. He holds an Honours Degree and is a Member of the Institute of Management Consultancy, of The Chartered Institute of Marketing and of The Chartered Management Institute.



#### **John Pritchard DipM FIMC MCFI**

John Pritchard's career has embraced business development, marketing management, general management and consultancy. He has a wide experience of presenting management and other development programmes and of helping organisations to achieve their objectives. His experience has been gained in the UK, Africa, West Germany and other parts of Europe. He holds The Diploma in Marketing, is a Fellow of The Institute of Management Consultancy and is a Member of The Chartered Management Institute.

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