**TITLE** (This is the title of your report and should be on a separate page)

**TABLE OF CONTENTS** (This lists the topics you will cover in your report with the page number for each topic. This should be on a separate page)

**1: EXECUTIVE SUMMARY** (This is a brief overview of what your report is all about, your business, the product or service, and overview on the performance of the marketing mix components. This should be approx. half page)

**2: First Six (6) Months Performance Data**

|  |  |  |
| --- | --- | --- |
| **16-17 Objective** | **Actual Result @ 6 months** | **Comment** |
| Revenue @$5,500,000 | Revenue @ $4,950,000 or 10% reduction | Same number of units sold but at a lesser price |
| Profit @ 16% | Profit@ 0% or Breakeven | Lower sell price but same quantity & costs |
| BBQ price @ $600/unit | BBQ Avg Price @$540/unit | Cost remained the same as 2015/16 but the customer is now more price sensitive. |
| Customer Satisfaction*New Build - Customer* *Service = 90% essential* | Qtr Survey, *100% now rate it as “Essential”* | Greater competition means ALL customers place more importance on customer service. |
| Customer Satisfaction*New Build - Australian Made = 80% important* | Qtr Survey. Only *10% say it is “Important”* | Australian made is no longer of major importance.  |
| Social Media not considered important | Qtr Survey indicates young families – new builds – social media important | Social media is becoming a greater form of entertainment & communication |
| Distribution – online not a major avenue | Qtr Survey indicates, this is an important channel. | E-Commerce is an important channel |

**3: Evaluate The Marketing Mix Components based on Performance After Six (6) Months**

***“Product”***: (Review “Product” component of Marketing Mix & compare what you stated in Task 1 versus the actual results above. Evaluate & explain)

**Proposed Changes**: (What will you change to ensure you meet the original objectives in Task 1)

Repeat the above for “Price”, “Place”, “Promotion” and “People”.

**4: BUDGET CHANGES** (Outline changes to the budget as a result of the marketing mix changes)

Explanation:

|  |  |  |  |
| --- | --- | --- | --- |
| **Budget Item** | **Original Budget $** | **New Budget $** | **Comments on Changes** |
| Sales | $11,000,000 |  |  |
| Investment | $1,567,000 |  |  |
| COGs | $5,890,000 |  |  |
|  |  |  |  |
| Gross Profit | $6,677,000 |  |  |
|  |  |  |  |
| **Expenses** |  |  |  |
| Wages | $2,567,890 |  |  |
| Consultancy | $50,000 |  |  |
| Communication | $42,000 |  |  |
| Marketing | $800,000 |  |  |
| Premises | $1,000,000 |  |  |
| Capital Exp | $120,000 |  |  |
| Depreciation | $177,569 |  |  |
| Office Supplies | $65,068 |  |  |
| Training | $62,187 |  |  |
|  |  |  |  |
| **Total Expenses** | $4,884,714 |  |  |
|  |  |  |  |
| **Net Profit** | $1,792,286 |  |  |

**5: MONITORING STRATEGY & PLAN** (Outline activities to monitor effectiveness of marketing mix changes – approx. 1 page)

Explanation:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Performance**  | **Monitoring Activity** | **Performance Benchmark** | **Timing/Frequency** | **Responsibility** |
| Customer Service | Survey at each customer transaction | 100% with a rating above 4 |  | Marketing Manager & ALL Customer Service |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**5: CONCLUSION** (summarise your report – your product or service, the marketing mix, and the expected outcomes – approx. half page)

Name: Title: Date:

Signature