



Online manual

UNREGISTERED VERSION 4.2 03/14/97

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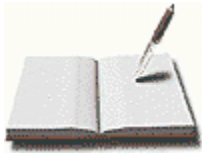
[PRODUCT INFO](#)

PlanMagic™ Corporation

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How to use PlanMagic™ Analysis



Start every file with changing the company name

CTRL-H

with this command in Word* you replace ABC (fictitious name) with your company name throughout the file.

Follow the online manual and the model step by step !

From the model analysis the **Online manual** is started by pressing **ALT-F1** or pushing 😊 (the GREEN smiling button) on the toolbar or by selecting Runhelp from the Tools menu.

Use the **ALT-TAB** key combination to switch between online manual , the analysis documents, the calculator and other running applications.

In Windows 95*:

When pressing ALT-TAB and holding the ALT key a window appears. You select by hitting the TAB key until the selector box is on the selection you want.

Then release the ALT key.

In Windows 3.x*:

Use the ALT-TAB combination in the same manner to switch between applications.

The loaded options appear in text however. Keep hitting TAB until your selection appears, then release the ALT key.

Place annotations:

When you want to place a temporary note in the online manual just select ANNOTATE from the EDIT menu and type your note. A paperclip symbol will appear in the heading. When you click on the paperclip your note will appear. It is a handy feature to place a note where you need to be reminded.



Print out the complete model analysis before commencing to modify!!

The model analysis is divided into eight document files.

This has the following advantages:

- it increases the performance (esp. on slower systems)



The model analysis:

- | | |
|-------------------------|------------------|
| 01) PlanMagic™ Analysis | 32 pages |
| 02) Conclusions report | automatic update |
| 03) Action list | page 33-38 |

- for a complete analysis use in this sequence!



The automated charts:

Graphic presentations 1	page 39-41
Graphic presentations 2	page 42
Graphic presentations 3	page 43
Graphic presentations 4	page 44



The time schedule:

The time schedule

The **Conclusions report** is generated automatically. It's only to be used as a reference upon completing the analysis. Print and use to complete the **Action list**.

The **Time schedule** can help to organize your analysis activities during the year (or other period). Provide each department with it, highlighting their collection tasks. On the deadline date ask for the information. Ongoing collection/compilation of analysis data will greatly reduce the necessary time.



Make a new schedule every year!

CTRL-ESC

The files are numbered in the order to be used to complete a full analysis. Once you have loaded one of the numbered files into Word* you can switch between them by simply pressing **CTRL-ESC** simultaneously, and choosing the file you want in the group menu. The file is loaded into Word* without having to leave Word*.



The index page

Read through the index as to get a good idea of the contents of the model analysis.

Do not alter the index page until your analysis is completed!

The index needs to be changed upon completion. Print out on your own stationery for the best result. Put the printed analysis into a nice cover with a transparent front using a slide or use any binder you choose.



Memorize these symbols:

..... dotted line: text to fill in or delete as wanted.

_____ underline: certain words, numbers or text to be inserted.

[] brackets: optional text. Keep, change or delete.

italic/italic choose one of the options.

comments delete once read

If you experience any problems see Technical user information.

NEXT SUBJECT

*Windows, Word are registered trademarks of Microsoft Corp.
PlanMagic™ is a trademark of PlanMagic™ Corp.

Introduction



Why perform a marketing analysis?

Success of a company mainly depends upon its marketing activities and the effectiveness of these activities. In order to know if your marketing is effective all aspects of your marketing function need to be analysed, compiled and studied. With this information a strategic marketing planning can be created and applied in the years to come.

By analysing the current marketing data flaws in the planning and weaknesses in your company's (or your competitor's) products or strategies can be discovered. Proper action can then be taken to ensure a better functioning of the weak parts of your marketing engine or to make better use of the competition's weaknesses and flaws.

Having an indepth insight of the structural factors which influence your company you cannot only respond to changes, but more importantly anticipate to changes in the surroundings which effect your company's success.



Alas, most small(er) companies do not use this important tool to plan better. Large companies don't work without. That's why they are large and small companies are small.

Still need more reasons why you should put time and effort into completing a marketing analysis?

NEXT SUBJECT

Analysis marketing data



This important section is divided into:

- Internal organization
- External factors
- The current product mix
- Market analysis
- Customer group analysis
- Competitor research
- Current pricing analysis
- Distribution channels
- Marketing personnel
- Human resource development
- Market research
- Advertising and promotion
- Problems and possibilities

Conclusions and actions

Conclusions

The PlanMagic™ Analysis program will place the contents of the **22 Conclusion paragraphs** into a separate file CONCLUDE.DOC. This file can be printed upon completion of the analysis to provide a summary of the analysis. The actions document is then to be opened and completed. Use the information from the conclusions report and scan through the analysis where necessary.

Actions

This will result in a clear and concise action list. What product lines and/or products are doing well or should be eliminated. Which customers are buying and which need to be stimulated or eliminated as potential markets. And much more. Have a look at the model actions.doc.

The actions.doc file is divided into a general section. Here you put information about your **marketing arsenal**. These are 'weapons' used to give your marketing a good start. Aspects such as company name, identity, theme, presentation and communication are to be included in this part of the actions list.

We then draw up an action list per product line. The most important items are listed in the model. Complete the list by using all the information in the CONCLUDE file and your own additional input from the gathered information.

You will end up with an action list for every product line. What products need to be added or eliminated. What has to be done to improve turnover or profits. And much more.

FINAL WORD

Company summary

General company information

This paragraph provides a quick overview of the most important general details of the company. Quickly a first impression can be formed.



This information is automatically linked to a spreadsheet and several charts are generated in the graphs1.doc file.

These charts are **Not available in the unregistered version!**

Financial data

Complete this paragraph with the most important financial figures of the company. Get the information from your accounts or your accountant.



This information is automatically linked to a spreadsheet and several charts are generated in the graphs1.doc file.

These charts are **Not available in the unregistered version!**

The main influences

Many factors can be of influence to your company. First of all summarize the main items that influence your internal development. Then compile the main external factors that may influence your company in the future or have influenced your company in the past five years. This information can be retrieved from the analysis.

The business philosophy

Get the business philosophy information or mission from your business plan. If you don't have a business plan, make one. This should be done before starting a business and certainly before performing a marketing analysis. If you just want to perform the analysis complete this paragraph from scratch.

Divide the philosophy into several philosophies, specifically in regard to your shareholders, your customers, your employees and the community.

NEXT SUBJECT

Things to consider

- Mistakes
 - Chances
 - Publicity
-

The current product mix

- The product mix
- Life cycles
- Product categories
- External factors

On the next few pages you can easily analyse your current or beginning product mix. Information is gathered in several tables starting on page 7.

From these tables you can draw several conclusions most important for your business.

The product mix is the marketing instrument that chooses, ranks and evaluates all products. For example:

- the product mix is almost identical to that of
- there is one product, that substantiates ABC
- the technical ability at ABC creates confidence in the service to be expected



Read: Marketing instruments for the product policy.

The product lines

You must now fill in your company's product lines. Divide the products into groups and rank each group. Describe each product accurately.

For example:

product line 1. Computer systems

- networking systems
- stand-alone systems
- printers

product line 2. Accessories

- bags
- belts

Automatic update

The first time you add the names of the product lines of product line 1 to 3 to the product mix page, throughout the model analysis the related entries will be automatically updated where appropriate. This saves you time and effort to repeat this procedure many times.

Consequently Word* will update the modified fields every time the Bizplan.doc file is loaded. This is not needed since this only needs to be done until the product mix page has been completed. See **Increase performance** on how to change the update setting in the file under the field update sub heading.

The current product mix

- The product mix
- Life cycles
- Product categories
- External factors

The product categories

Not available in the unregistered version!

Complete **Conclusion 4.**

Not available in the unregistered version!

Complete **Conclusion 5.**

The current product mix

- The product mix
- Life cycles
- Product categories
- External factors

The external factors per product line

Not available in the unregistered version!

Complete Conclusion 7.

b) The next table (Conclusion 7) needs to be completed by listing the actions taken per product line to improve customers, competitive position, technology and product development/modification. Complete the last paragraph (modify as you wish).

c) The next two tables will give you a clear view of the supplier situation. Consider what the important things to know are for your business and modify the column headers if needed. Make sure you have good suppliers giving you a fair deal and alternate suppliers. Even reliable suppliers can fold, have problems, cannot deliver and whatever.

Complete Conclusion 8.

NEXT SUBJECT

The current product mix

- The product mix
- Life cycles
- Product categories
- External factors

The products' life cycles

Rank the product lines and the two (or three) most important products by their life cycle.

Four phases can be differentiated:

1. **introduction** the product is introduced
2. **growth** the product is growing in sales, profit
3. **harvest** the product has reached it's maximum potential
4. **backdrop** the product's sales and profits will decrease

In the introduction phase the demand exists only of initial demand. The main instruments to use are product policy and promotion strategies.

In the growth phase the demand exists of the initial demand and replacement demand. The main instrument now are promotion and distribution strategies in the first half of this phase (progressive growth). In the second half of this phase (degressive growth) the instruments to use change to pricing policy and product strategies (differentiation).

In the harvest phase the demand only exists of replacement demand. The market is not growing any further. The instruments to use are distribution strategies and pricing policy.

In the backdrop phase the replacement demand is not occurring. Sales in the market are dropping. Use product policy and promotion strategies as marketing instruments.



Read: Choosing strategy

Complete **Conclusion 6.**

Market analysis



In the analysis of the market an historic and future picture has to be drawn.

Not available in the unregistered version!



This generates the charts in graphs2.doc.

These charts are **Not available in the unregistered version!**

The market share

Now the share of the market or market segments must be determined. A general division into three categories can be made:

- market share less than 10%: the product category is called marginal
- market share between 10% - 25%: category is average
- market share above 25%: the category is leader

Market share = (turnover of brand X in a period of time / turnover of the product type of brand X in a period of time) x 100% = ____ %

The relative market share

This is the relative proportion between your turnover (in volume and/or currency) and the turnover of the largest competitor. For example: you have sold 50,000 units and the competitor 100,000 units, your relative market share is 0.5.

Market share development

The development of market share (increase, stable, decrease) is also important for the assessment of the **competitive position**.

The market share is one of the most important factors on determination of profit. On average 10% more market share increases the net profit before tax with 5%.

The market potential

This is the number of user units in a designated area who are capable and willing to fulfill a certain need by purchasing a certain product. The size of the market potential is primarily determined by:

- the number of needs a product fulfills
- the number of organizations/families/inhabitants in a designated area
- the attitudes of the decision makers
- the financial position of the real and the potential users in the designated area

Market penetration = the number of user units from the market potential who already have or use the designated product.

Degree of penetration = (number of user units / market potential) x 100% = ____ %

Real demand = the number of units of a certain product that is sold (or will be) sold in a certain timespan.

Potential demand = the number of products that could be sold in the market when using an optimal marketing mix. This amount is determined by the size of the market potential.



Read: About your market approach

Complete Conclusion 9.

With the read information in your head you can start with completing the next pages of your marketing analysis.



*More information on this subject can be found in **PlanMagic™ Analysis** and at the PlanMagic™ web sites on Internet: <http://www.planmagic.com> or <http://ourworld.compuserve.com/homepages/planmagic>*

NEXT SUBJECT



One of the primary business planning tools of Bizplan International Ltd.



Read: [The Reviews](#)

With this affordable product you can write a professional business plan in no time at all and with little effort.

The PlanMagic™ tool guides you through the model plan. You will modify the model exactly into the plan you need. The online manual will prove useful and very handy. With the touch of a button you can get additional information about every subject you will come across.

Every PlanMagic™ tool supports and guides the business(wo)man with the writing of a business related plan. The final result will astound you and those that need astounding.

Features:

- online business guide
- complete marketing concept
- clear goals and strategy settings
- easy of use with known wordprocessing software, such as Word*
- predefined spreadsheets with charts
- complete financial data and ratios
- sales, profit and loss, cashflow forecasting

REGISTRATION

PRODUCT INFO

Each registration entitles you to one year of FREE updates and FREE access to the PlanMagic™ User lounge Business section of the [PlanMagic™ Business Resource Centre](#).

A \$30 value absolutely FREE.

Each single user license is competitively priced at £37 or \$59.95.

Prices may have changed, so please check:

Internet: pay a visit to the PlanMagic™ Business Resource Centre

PlanMagic™ Corporation

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You are using the **unregistered version** of PlanMagic™ Analysis.

One of the primary business planning tools of Bizplan International Ltd.

With this affordable product you can do a complete marketing analysis in no time at all and with little effort. It is especially useful to existing businesses.

The PlanMagic™ tool guides you through the model analysis. You will modify the model exactly into the analysis you need. The online manual will prove useful and very handy. With the touch of a button you can get additional information about every subject you will come across putting your marketing at work properly.

Features:

- online marketing analysis guide
- complete marketing report
- clear goals and strategy settings
- easy of use with known wordprocessing software, such as Word*
- detailed analysis per product line
- clear research information
- automatic conclusion compilation
- automated charts/graphs
- pre-defined action list

ARE YOU REGISTERED?

REGISTRATION

PRODUCT INFO

Each registration entitles you to one year of FREE updates and FREE access to the PlanMagic™ User lounge Analysis section of the PlanMagic™ Business Resource Centre.

A \$30 value absolutely FREE.

Each analysis license is competitively priced at £49 or \$79.95.

Prices may have changed, so please check:

Internet: pay a visit to the PlanMagic™ web site

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You could be working with PlanMagic™ Marketing.

One of the primary business planning tools of Bizplan International Ltd.

With this affordable product you can produce a marketing plan in no time at all and with little effort.

The PlanMagic™ tool guides you through the model plan. You will modify the model exactly into the plan you need. The online manual will prove useful and very handy. With the touch of a button you can get additional information about every subject you will come across putting your marketing at work properly.

Features:

- online marketing guide
- complete marketing formula
- clear goals and strategy settings
- easy of use with known wordprocessing software, such as Word*
- complete demographics and psychographics
- product/market definition

REGISTRATION

PRODUCT INFO

Each registration entitles you to one year of FREE updates and FREE access to the PlanMagic™ User lounge Marketing section of the PlanMagic™ Business Resource Centre.

A \$30 value absolutely FREE.

Each single user license is competitively priced at £44 or \$69.95.

Prices may have changed, so please check:
Internet: pay a visit to the PlanMagic™ web site

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PlanMagic™

Will be available soon.

PRODUCT INFO

General tips



-
- Do not leave analysis behind without considering carefully that your information can be interesting enough to steal. Any person is capable of doing so. Even institutions which you would never suspect especially if they are competition.
 - **Do not provide your friends, business relations, accountant or anyone else with a free copy of your PlanMagic™ tool. Every PlanMagic™ product has been serialized and you are risking fines that do not compare with the small price they would have to pay for their own registration.**
 - Make an analysis planning for the coming year, using the **Time table** you can plan your analysis activities well and collect them during the year. Completing this year's analysis is then a simple task.
 - **Visit the PlanMagic™ web site regularly.**
 - Be realistic about your goals and strategies. If a certain goal cannot be reached change your plan accordingly. Do not deposit your plan in a drawer, never to be looked at again.
 - If you need help or advice about business related matters you may consider obtaining our **E-mail Consultancy assistance**. More information is available at the **PlanMagic™ Business Resource Centre** (the web site).

Use the analysis, plan and the several modules to control the progress and to evaluate the actual results.

How to register

ORDER NOW!

If you have purchased this PlanMagic™ tool of PlanMagic™ Corporation through:

- 1) **appointed retailer**
- 2) **official [PlanMagic™ consultant](#)**
- 3) **directly from Bizplan International Ltd.**

You **have been registered**. Your hidden registration number is incorporated in the template used by the PlanMagic™ files and is shown on the diskette label.

If you have received an illegal copy from a friend and/or are not registered:

You are putting your friend and yourself at risk. If traced you and your friend will be prosecuted by law and will be fined for violating our copyright. You cannot order other tools for the special price. You cannot get help from our consultants or specialists. You cannot attend one of our workshops. You cannot get FREE upgrades and tools. You DO NOT have access to the USER LOUNGE.

If you are using one of our tools illegally, please register and get all the benefits, not the headaches that will follow.

[HOW TO REGISTER OR ORDER](#)

[PRODUCT INFO](#)

[By mail, phone or fax](#)

[Through Compuserve](#)

[Via Internet/www](#)

[Customer support](#)

Send your order in today. Please include your company name, your name, full address, telephone number, fax number, email number and your type of business. You may specify the computer system and the programs you use.

Prices may have changed, so please check:
Internet: [pay a visit to the PlanMagic™ web site](#)

You are also eligible for product upgrades. These will be FREE for the first year. After the first year £10 or \$15 per upgrade.

You also get ONE YEAR OF FREE access to download sample plans or analysis', FREE tools and information, other products and much, much more when visiting the PlanMagic™ web site. This is a \$30 value absolutely FREE.



As time passes the site will continue to grow offering you an unlimited supply of information, for which you can subscribe at only \$2.50 per month after the initial FREE year.



You only purchase the SINGLE USER license. Please contact us if you need an ACCOUNT license.

Finally

We wish you and your business all the success in achieving your envisioned goals. Use PlanMagic™ Analysis well and consider using other PlanMagic™ tools.



We highly recommend the acquisition of business books and of reports about your markets. Keep hunting for information. It will be useful.

Also look for (short) courses for you or your employees in areas such as:

- marketing
- advertising
- public relations
- sales
- sales promotion
- keeping accounts
- business law
- personnel
- technical
- etc...

Now, go and activate your resolutions

Be a victorious business warrior with your new marketing activities

NEXT SUBJECT

PlanMagic™ Planning

Acknowledgements

Workshops



To help you with completing your plan or analysis we will organize workshops throughout the U.S.A. and other countries when and if the need arises.

During the workshop the most difficult subjects will be discussed and many examples shown. All your questions will be answered as well as is possible at that time. Additional advice can be acquired anytime.

A minimum of 15 persons is required in the city area and 25 persons in other parts of the U.S.. Send an e-mail to our U.S. Sales dept.: wshops@planmagic.com.

The cost for a one day workshop is only \$175.

In the future, as our consultant network grows, we will be offering workshops throughout the USA, the European Community and other countries.

Product information

Choose the products you need

Action	Use PlanMagic™ tool
1. write a business plan	<u>PlanMagic™ Business</u>
2. do a complete marketing analysis	<u>PlanMagic™ Analysis</u>
3. compile a marketing plan	<u>PlanMagic™ Marketing</u>
4. create	<u>PlanMagic™</u>

By completing each plan in this sequence your company will have professional planning for every important part of your business.

Competitively priced at: Business \$59.95, Analysis \$79.95, Marketing \$69.95.
All three tools ordered at once are only £99 or \$159.50.

Prices may have changed, so please visit one of the PlanMagic™ web sites:

<http://www.planmagic.com>

or: <http://ourworld.compuserve.com/homepages/planmagic>



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OTHER SERVICES

Email consultancy

go to <http://planmagic.com/email.htm>

Professional services

go to <http://planmagic.com/design.htm>

Virtual domains

go to <http://planmagic.com/selfhost.htm>

User lounge subscription

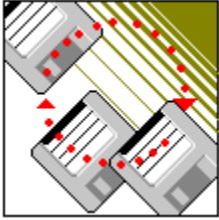
go to <http://planmagic.com/products.htm>

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Increase performance



WINHELP.EXE

Not available in the unregistered version!

Change the field update

Not available in the unregistered version!

Upgrade your computer system

[Minimum system requirements](#)

80286 or 80386 or 80486-40 CPU, 4Mb RAM memory, Windows 3.x*, Microsoft Word*, 1.5Mb free harddisk space.

[Optimal system requirements](#)

80486DX2-66/80 or 80486-DX4-100/120 or Pentium** processor, 8Mb or more RAM memory, Windows 95*, Microsoft Word*, Microsoft Excel*, 1.5Mb free harddisk space.

If you have a slow machine you can expand the RAM memory, use a faster SVGA card with 2Mb video memory, use an Enhanced IDE controller and/or replace the main board or replace the system.

* Windows, Word and Excel are all registered trademarks of Microsoft Corp.

**Pentium is a registered trademark of Intel Corp.

PlanMagic™ is a trademark of PlanMagic™ Corporation.

Examples pricing goals and strategies

Not available in the unregistered version!

Use another spreadsheet



Using another spreadsheet program

This function may be applied in a future upgrade.

If you have another spreadsheet program the charts will not function properly or not at all. They will ONLY function properly if you have Excel* 4.0 and higher installed.

*Excel is a registered trademark of Microsoft Corp.

The history

The ideas for the PlanMagic™ tools were first conceived in 1993 by Peter Nunes d'Agrella. The first version of PlanMagic™ Business was completed in 1994. Since then many versions followed until version 4.2 finally satisfied the author.

Now before you: PlanMagic™ Analysis version 4.2.

Due to the overall lack of proper planning information for starting and existing businesses the author searched to find an easy way to produce business plans. This resulted in the complete product line PlanMagic™ Corporation and Bizplan International Ltd. now offer. See [Product info](#).

The companies

Consequently two companies were formed:

Bizplan International Ltd. in the United Kingdom
PlanMagic™ Corporation in the United States.

The name PlanMagic™ is protected as a trademark.

A promising future

Since the formation the company has experienced a tremendous growth and this is expected to continue for many years to come. The demand for the PlanMagic™ tools has been properly estimated and the programming of new versions and new tools continues even at this very moment.

A clear philosophy

As our slogan **© OUR BUSINESS IS DEVELOPING YOURS** clearly indicates we aim to help small and medium sized businesses with their start-up and their further development. Please do not hesitate to contact us if you need further assistance or require more tools.

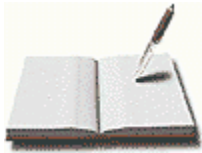
We are always interested in your opinion about our products and our policy, so feel free to communicate your ideas with us. We sincerely hope you enjoy working with us and our tools.

We wish you success with your plans and your business.

The PlanMagic™ team



Single user license



The PlanMagic™ license agreement SINGLE USER LICENSE

This is a legal agreement between you, the user (as an individual or an organization) and PlanMagic™ Corp. and/or Bizplan International Ltd.

1. Single user license

This PlanMagic™ license Agreement gives you the right to use only one copy of PlanMagic™ Analysis on one computer system to write your marketing analysis. Using more than one copy at the same time is only permitted with the Account license Agreement.

2. Upgrades

If the product is an upgrade from a previous version you may use the upgraded product only in accordance with this Single User license Agreement.

3. Copyright

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4. Other limitations

You do not have the right to lend, lease or rent out PlanMagic™ Analysis. You do not have the right nor the permission to use the product for the creation of business plans or perform a marketing analysis for others, be it free of charge or any form of payment. This right is only obtained with an Account license Agreement.

5. Limited warranty

Bizplan International Ltd. and PlanMagic™ Corporation only guarantee that PlanMagic™ Analysis will perform substantially in accordance with the mentioned requirements for a period of 90 days from the date of receipt.

6. Customer remedies

The copyright owner, Bizplan International Ltd.'s and its suppliers' entire liability and your exclusive remedy shall be, at PlanMagic™ Corporation or Bizplan International Ltd.'s option, either a) a return of the price paid, or b) repair or replacement of the software or hardware that does not meet this Limited Warranty and which is returned to PlanMagic™ Corporation, Bizplan International Ltd. or its supplier with the original receipt. This Limited Warranty is void if failure of the product has resulted from accident, abuse, or misapplication. Any replacement will be warranted for the remainder of the original warranty period or thirty (30) days, whichever is longer.

7. No liability for consequential damages

To the maximum extent permitted by applicable law, in no event shall the copyright owner or Bizplan International Ltd. or its suppliers be liable for any damages whatsoever (including without limitation, direct or indirect damages for personal injury, loss of business profits, business interruption, loss of business information, or any other pecuniary loss) arising out of the use or inability to use this product, even if the copyright owner, Bizplan International Ltd. and its suppliers have been advised of the possibility of such damages. In any case, the copyright owner, Bizplan International Ltd.'s and its suppliers' entire liability under any provision of this agreement shall be limited to the amount actually paid by you for the product. Because some states/jurisdictions do not allow the exclusion or limitation of liability for consequential or incidental damages, the above limitation may not apply to you.

8. No other warranties

To the maximum extent permitted by applicable law, the copyright owner (PlanMagic™ Corporation), Bizplan International Ltd. and its suppliers disclaim all other warranties, either express or implied, including, but not limited to implied warranties of merchantability and fitness for a particular accompanying hardware or software. This limited warranty gives you specific legal rights. You may have others which vary from state/jurisdiction to state/jurisdiction.

Special provisions

Reverse engineering

Wherever you acquired the product, you may not reverse engineer, decompile, or disassemble the product except to the extent and for the express purpose authorized by applicable law.

If you acquired this software in (the):

Australia, New Zealand: this agreement is governed by the laws of New South Wales, Australia or, where applicable by the laws of New Zealand.

Canada: this agreement is governed by the laws of the Province of Ontario, Canada.

England, Scotland, Wales and Ireland: this license Agreement is governed by the laws of England.

U.S.A.: this agreement is governed by the laws of the State of Delaware, U.S.A.
Any other country: this agreement is governed by local law.

Account license



The PlanMagic™ license agreement **ACCOUNT LICENSE**

This is a legal agreement between you, the user (as an individual or an organization) and PlanMagic™ Corp. and/or Bizplan International Ltd.

1. Account license

This PlanMagic™ license Agreement will give you the right to use more than one copy of PlanMagic™ Analysis on more than one computer system and/or to write plan(s) or perform a marketing analysis for others using the product. You must acquire the Account license Registration before you can use the product as described above.

Contact Bizplan International Ltd. to register your account license.

We have site licenses for 10, 25, 50 and >100 users.

Use another word processor

[Using another word processing program](#)

If you have another word processing program you may try the following:

- open your word processing program and convert the **.doc** files into the desired format of your word processor
- make the necessary modifications if needed and save the new model plan

If your word processing program cannot convert the DOC files:

- get Microsoft Word* or



In the future we will surely have the complete tools in formats of other word processing/spreadsheet programs.

*Word is a registered trademark of Microsoft Corp.

Examples marketing strategies

PRODUCT INFO

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Customer support

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By mail, phone, fax

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Compuserve

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Customer support

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1) You can call or fax Bizplan International Ltd. See Contact information.

2) You can get the best support via e-mail. You may contact one of our e-mail numbers:

a) Att.: U.K. Sales support department: **planmagic@aol.com**

b) Att.: U.S. & Int'l Sales support department: **support@planmagic.com**

c) Att.: Consultancy department: **consult@planmagic.com**

d) Att.: Programming department: **planmagic@unicall.be**

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You only purchase the SINGLE USER license. Please contact us if you need an ACCOUNT license.

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- 1) You can call: Bizplan International Ltd. in the U.K. on **0181 - 671 7958**
- 2) You can fax: PlanMagic Corp. in the U.S.A. on **(914) 737-2220**
- 3) You can call the nearest **PlanMagic™ consultant** (if available in your country)
- 4) You can mail your **order form** to:

U.S. office: PlanMagic Corporation
1887 E. Main Street
suite 165
Peekskill, NY 10566

U.K. office: Bizplan International Ltd.
4 Wavertree Road
London SW2 3SW
United Kingdom

5) Forwarding payments:

- a) Transfer the correct amount into our bank account at (Europe only):

MIDLAND BANK Plc
London
United Kingdom
acc.#: 11185624
sorting code: 402042

b) **By sending us a cheque or money order in £ or \$. Add £5/\$8 for clearance.** Mention the product(s) you order. In the future we will offer check/money order ordering via our Internet domain. Allow up to four weeks for delivery.

c) **Payment with credit card. Go to Order via Internet/www.**

d) **Payment through Compuserve SWREG. Go to Order via Compuserve.**

6) Delivery:

You will receive the PlanMagic™ Disk by registered mail or the file by email or you may download from our download area.

PRODUCT INFO

You only purchase the **SINGLE USER license**. Please contact us if you need an **ACCOUNT license**.

Order through Internet

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To order over the Internet, point your browser to:

A) <http://www.planmagic.com>

or <http://ourworld.compuserve.com/homepages/planmagic>

and go to the REGISTER section.

B) <http://nstarsolutions.com/697.htm>

and complete the order form at this SECURE SERVER.

Payment with credit card: VISA, Mastercard or Discovery

Credit card orders are processed via **SECURE SERVER** through **NorthStar Solutions**. Accepted are VISA, Mastercard and Discovery. NorthStar Solutions can easily be contacted for orders only via one of the following methods:

Internet orders:

Simply fill out the online order form at the PlanMagic Web site. Go to the REGISTER section, select: via Internet/WWW and follow the link to Northstar Solution's SECURE SERVER.

Phone orders:

Calls are taken 10:00am - 20:00(8:00 pm), EST, Monday thru Saturday

1-800-699-6395 (calls from the USA only)

1-803-699-6395

Fax orders:

1-803-699-5465 (Available 24 hours)

E-mail orders:

America Online: [STARMAIL](#)

Compuserve: 71561,2751 or [STARMAIL](#)

Internet: starmail@compuserve.com

Please provide (or be prepared to provide) the following information when ordering:

1. the program you are registering
2. your mailing address
3. your Visa, Mastercard or Discovery # and its expiration date
4. your drive type (if other than 3.5")
5. your e-mail address (so Northstar Solutions can send you an e-mail confirming your order and we can contact you easily with any important follow-up information, upgrade announcements, etc..)

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Northstar Solutions does not provide any support!!! Go to customer support for support!!!

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Order form

PRODUCT INFO

REF.: _____ DATE: _____

I hereby would like to order:

Version: U.S. / U.K. / _____

..... copies of single user license PlanMagic™ Business = _____

..... copies of single user license of PlanMagic™ Analysis = _____

..... copies of single user license of PlanMagic™ Marketing = _____

..... copies of single user license of all three PlanMagic™ tools = _____

Other: _____ = _____

Total payment _____

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Country: _____

Day Phone: _____ Even.: _____

Fax Number: _____

Electronic Mail address: _____

Hardware configuration:

Software configuration:

Environment: DOS ____ / Windows ____ / _____

Wordprocessor: WORD ____ / Wordperfect ____ / _____

Spreadsheet: Excel ____ / Quattro Pro ____ / Lotus ____ / _____

How did you hear about the PlanMagic™ tools?

Comments:

PlanMagic™ consultant



PRODUCT INFO

What is a PlanMagic™ consultant?

We are appointing a planning consultant in every region in every country where our PlanMagic™ tools are used. This planning consultant can assist the user personally to write plans or perform an analysis. The assistance can be for a specific part (such as the cashflow forecast) or for an entire plan or analysis. Other advice can also be obtained from the planning consultant. This depends upon the consultant's field of expertise. The fees charged to the registered PlanMagic™ user are competitive and agreed upon worldwide.

Business owners in your area need your advice at this very moment. Being a partner of the PlanMagic™ Consultants Network we refer them directly to you!

From the online consultants list:

they can easily select you

your expertise is mentioned

they can call or fax you

your numbers are listed

they can send you an e-mail

your e-mail address is listed

they can go to your website

your site is linked

To browse the list and find the planning consultant for your region:

- 1) read the file consults.doc or click on the program manager icon consultants OR
- 2) go to the PlanMagic™ web site for the latest listing of the consultant network.

(<http://planmagic.com/consultlist.htm>)

PRODUCT INFO

Who can join the PlanMagic™ Consultant Network?

Anyone/any business with an area of business related expertise.

This could be one of the following: accounting, advertising, business planning, capital formation, computer systems and software, financing, human resources, legal (contracts and negotiations), legal (estate planning), management, marketing, public relations, safety or strategic planning.

PRODUCT INFO

What are the fees and the income potential?

The initial fee for acquiring the official PlanMagic™ consultant status is £185 / \$300. This includes the yearly fee and a one time setup fee. If you need a web site or page we'll design it and host it at our domain at a discounted rate.

The income potential depends entirely upon your region and your expertise. Registered users can browse a list of planning consultants online and in a special readme file which will accompany every tool sold by

us. Regional advertising is allowed and also the mention of official PlanMagic™ consultant status. You may also sell our software at wholesale prices and earn an additional income or you can get commissions on account license sales.

PRODUCT INFO

Our marketing efforts bring you clients.

More than 200 million people see our ads and demo versions every day on/through Internet, the World Wide Web, America Online, CompuServe, Visual Software Libraries, FTP archives, CDROM distributors and magazines worldwide. We sell our software worldwide in several languages. All our customers as well as thousands of prospects receive direct mail from us. Our internet web sites are a rapidly growing information resource and our Sales and Marketing teams participate in trade shows and workshops around the world. These are examples of the advertising we do and how we promote the Consultants Network to business owners and executives who use our software, our online consultancy and the User lounge.

Compare this marketing investment to the cost of any other form of promotion. We think you'll find the PlanMagic™ Consultants Network to be a valuable addition to your marketing efforts.

PRODUCT INFO

If you have a serious interest in this opportunity do not delay your application.

Technical information



The installation

For Windows* 3.0, 3.10 and 3.11

1) To install any PlanMagic™ tool you select RUN from the FILE menu in Program manager or File manager or double click on the below mentioned executable filename in File manager.

2) You run the received or downloaded file from any drive:

analysuk.exe, analysus.exe, bizuk.exe, bizusd.exe, bizus.exe or any EXE filename. Other language versions will be available as soon as possible and will have a slightly different filename.

3) All necessary files will be copied into the directory **c:\bizplan\analysis** or you may specify a directory.

4) The program group **PlanMagic™ Analysis** will be created and the following icons made:

4) The program group **PlanMagic™ Analysis** will be created and the following icons made:

- 01- PlanMagic™ Analysis
- 02- Conclusions report
- 03- Action plan
- Graphic presentations 1
- Graphic presentations 2
- Graphic presentations 3
- Graphic presentations 4
- PlanMagic™ Analysis manual
- Time schedule

5) Double clicking on the selected icon will start the file. Microsoft Word* will be started and the selected file loaded. Double clicking on the online manual will start the WINHELP.EXE file from the Windows directory and the ANALYSIS.HLP file.

POSSIBLE PROBLEMS

1) **The DOC file is not loaded when clicking on the icon.**

If double clicking on the icon does not load Word* and your plan file, the DOC extension is probably not mentioned in the following section of WIN.INI. You must alter this using any text editor or NOTEPAD.EXE.

[Extensions]

DOC=c:\winword\winword.exe

or adjust the path according to the correct location of WINWORD.EXE.

2) **In Word* the online manual is not loaded when pressing ALT-F1 and/or the smiling icon does not appear in the toolbar.**

If your online manual does not start as mentioned above, Word* cannot locate the template file ANALYSIS.DOT. This is copied into your bizplan directory during installation.

If this is the case copy the template to the location where your version of Word* keeps its templates. For

example: c:\winword\templates.

3) The GRAPHSx.DOC files do not link properly to Excel*.

a) if you do not have Excel* the charts are not supported.

b) if Word* cannot update the fields properly when loading the document file, chances are the 'Automatic link update' in Excel* is checked. This must be UNCHECKED! Go to Excel*, select the Tools menu, select Options, select the EDIT tab and uncheck the 'Ask for Automatic Link update' selection.

4) The formula divider : is different in your Excel* version ;

If this is the case please change the : into the ; in every formula.

For Windows* 95

1) To install any PlanMagic™ tool you select RUN from the START menu or you double click on the EXE in Explorer. The other details as for Windows* 3.x apply.

The problems can be the same as for Windows 3.x.

*Windows, Word and Excel are all registered trademarks of Microsoft Corp.
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Plans



You'll receive any and all updates FREE for the first year.

Expanding the PlanMagic™ web site

PRODUCT INFO

Provide many FREE business related tools.

PRODUCT INFO

Provide many business related links as to provide our registered customers with a vast source of reliable business products, services and information.

PRODUCT INFO

Provide selected informative articles and information.

PRODUCT INFO

Provide online E-mail consultancy.

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Build up a library of sample plans (uploaded by other PlanMagic™ users worldwide)

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Have a network of planning consultants available on the WWW to assist you.

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Visit the PlanMagic web sites:

<http://www.planmagic.com>

<http://planmagic.com>

<http://ourworld.compuserve.com/homepages/planmagic>

Acknowledgements

PRODUCT INFO

The following literature has been consulted to complete this product. Obtaining more information by purchasing some of these books, following marketing courses and studies is highly recommended.

Strategic Market Planning by Abell D.F. and Hammond J.S., Prentice Hall Inc., Englewood Cliffs, N.J., 1979.

Corporate Strategy by Ansoff H.I., McGraw-Hill, New York, 1965.

Marketing management (Analysis, planning and control) by Kotler Ph., Prentice Hall, 3rd edition 1976.

Promotion Management by Burnett J.J., Houghton Mifflin Co., Boston MA, 1993.

The 12-day Marketing plan by Makens J.C., Thorsons Publishing Group, Northamptonshire, 1989.

Market share - a key to profitability by Buzzell R.D., Gale B.T. & Sultan R.G.M., Harvard Business Review, jan/feb 1975.

Strategic Marketing Planning by Drs. R.A.Q. van Min, SAMSOM/NIVE, Bilthoven, 1994.

Internal organization

PRODUCT INFO

One effective and widely spread method of organising the company structure is by subdividing the structure into **functional areas**.

These functional areas can be:

- commercial function
- development function
- production function
- financial function
- social function
- information function

Structuring an organization requires the manager to determine the tasks to perform for each functional area and to make the easiest, yet most efficient links between these areas. This is usually done by organization consultants. But for a small business this is not a feasible option.

In the marketing analysis all that has to be examined is the present structure and from this information and the results of the **marketing personnel** analysis you may draw the conclusions for the next three to five years.

The internal organization of a business has to consider all the goals of the company:

- fulfilling a useful function in the society by providing products and services and employment
- ensuring the continuity of the company
- aiming to serve the interests of the employees, investors, suppliers and customers
- contributing to the economic and social development of a region or country

PRODUCT INFO

Read: Types of organizations

NEXT SUBJECT

External factors



Economic analysis of the target markets

This information is gathered in the table on page 5 of the model analysis. First select the primary market conditions, such as the unemployment rate, average levels of schooling or the buying ability of your intended customers.

For each condition you must investigate the situation. Is it improving or not, is it deteriorating (how badly) and *what possible actions can you take to cope with these factors?*

Complete Conclusion 1.

Political analysis

It is important for you to know what political changes have taken place in the last five years. How did they effect your business? Determine the political factors which are of the greatest influence for your business and analyse the rate of improvement and the actions that should be considered for the next three to five years.

Complete Conclusion 2.

Social analysis

Compile the same information concerning the social factors that have influenced your business for the last five years. Complete the table in the same manner.

Complete Conclusion 3.

PRODUCT INFO

Read: Examples of changes in the outside world

NEXT SUBJECT

Customer group analysis

PRODUCT INFO

PRODUCT INFO

Demographic and psychographic analysis

Current industrial customer demographics

In order to determine which customers are to be targeted, you'll need to know the historic facts. What kind of customers do you have, how much do they purchase and how much is this of the total turnover. Where are they located and other relevant information. Conclude which customer type purchases the most and how much is this in percentage of the total sales.



[Open the calculator](#)

Current consumer demographics

Not available in the unregistered version!

Current consumer psychographics

Not available in the unregistered version!

Complete Conclusion 10.

NOTE: If you don't have this information write it in the Strength and Weaknesses as a **weakness**.

The product/market combinations

For the best marketing results products and markets are combined into specific product/market combinations. For example: product A is marketed in market A, product A is marketed in market B, product B is marketed in market C, etc..

This is a necessity for all marketing activities. A product may be of interest to a certain customer while other customers are not or less interested. The marketing activities have to be planned so that the best results can be achieved.



[Open the calculator](#)

Complete Conclusion 11.

This conclusion will provide you with statistical data on how the turnover is divided over the product lines and the customer groups. You will also be able to assess how the product lines score with the customer groups.

Customer appreciation of the current product mix

You will need to know how your customers appreciate your products, terms and service. This information should be retrieved from your market research.

PRODUCT INFO

Read: Performing a market research

Complete **Conclusion 12.**

Strengths and Weaknesses product/market combinations

From all the data you have inserted up to now you can compile your company's products' main strengths and weaknesses. Compile the necessary information into the table on page 19. This is also Conclusion 13 and will be forwarded to the Conclude.doc file.

Complete **Conclusion 13.**

NEXT SUBJECT

Competitor research



In a competitor analysis you must try to collect information about your competitors in order to determine the consequences of a certain behaviour of the competition. This will enable you to plan strategically.

Market growth and competitive pressure

The first thing to realize is that in a strong growing market the competitive pressure will be considerably less than in a market that grows slowly or not at all. The reason for this being that as demand in the market increases the suppliers can grow without directly influencing the growth of the competitors. When the growth becomes stable growth of a supplier can only be realized with loss for the competition.

There are five competitive forces active in the market:

Not available in the unregistered version!

The competitive position of the product mix

Ask for competitive offers and price lists of the ten most important competitors.

Make a list. Give a description of for example the habits in the branch.

- 1) Make a checklist of the desired data per competitor.
- 2) Rank the important competitors.
- 3) Define each major competitor's strengths and weaknesses.
- 4) Then compare them with your company's strong and weak points per product line.

Complete Conclusion 14.

Comparison of the competitive products

Not available in the unregistered version!

Marketing strategies of the competition

To further understand how the competition is trying to gain market share, make a calculated guess as to how they plan to do this. What strategies are being used? Compare the strategies of the different competitors and draw your conclusions.

Determine the competitive power (competitive position)

It's not simple, but necessary to determine this. A lot depends upon your products' market share.

To evaluate competitive position the following factors are relevant:

Not available in the unregistered version!

Complete Conclusion 15.

Inform regularly at the Chamber of Commerce and other regional or governmental agencies to obtain data on the market.

PRODUCT INFO

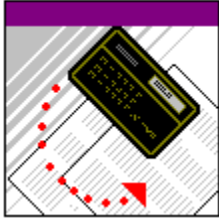
More information on this subject can be found in PlanMagic™ Analysis and at the PlanMagic™ web sites on Internet: <http://www.planmagic.com> or <http://ourworld.compuserve.com/homepages/planmagic>

PRODUCT INFO

Knowledge of the competitors and the market is indispensable.

NEXT SUBJECT

Current pricing goals and strategies



Pricing goals and strategies

In the first paragraph you will determine per product line or product (as you wish) the pricing goals and the strategies you will use to reach these goals.

In the model analysis several **examples** are given. Change as you wish.

Pricing policy

Not available in the unregistered version!

PRODUCT INFO

Read: Strategies

Pricing analysis of the current product mix

Complete the table with the information requested. You can choose to do this per product line or per product. If you do this per product line calculate the averages.

This information will be useful when determining the pricing policy for the next three to five years.

Pricing analysis of the strategically critical products

Collect information about your **most strategically critical** products or product lines. Complete the table with the requested information.

PRODUCT INFO

To find information: go to the PlanMagic™ User Lounge, go to libraries, Chambers of Commerce, Business Agencies, collect brochures and pricelists of competitors. Surf the Internet World Wide Web, go to shops and warehouses to see the products, the prices and the way the products are being displayed.

Complete **Conclusion 16.**

NEXT SUBJECT

The current distribution channels

PRODUCT INFO

The distribution channel is the marketing mechanism used to present, deliver and maintain the product.

Adjust or add whatever is necessary or wanted.

Make sure you understand the difference between the distribution of a distributor, a store or a service providing company. The promotion is also quite different. For a wholesaler personal selling is the most important force. Eighty even ninety percent of the promotion budget must go to the personal selling. With the other types of business more variations are possible.

PRODUCT INFO

Read: Distribution analysis checklist

The delivery

This is the most important part of every company.

Without actually supplying the product nothing gets sold and consequently no payment is received. Make sure your delivery is always as quick as possible and done with the greatest care.

The table shows most of the possible distribution channels available. You must collect information on what you are using at the present:

-
-
-

Not available in the unregistered version!

All sorts of combinations are possible!

A) Complete the table on page 24 once you have collected the necessary information from your sales department or from accounting.

B) The cells in the first two columns are automatically linked to cells in a spreadsheet.

PRODUCT INFO

This generates the charts in graphs3.doc.

These charts are **Not available in the unregistered version!**

The cost

Read this carefully and check during the year the stability/increase/decrease of the distribution costs. Keep them as low as possible without exaggeration.

The physical distribution has the following costs:

- the cost of transport (from supplier and to the customer)
- to keep in stock (loss of interest on the invested capital)
- the 'failed' service (product not available on time)

These costs are a part of the costing price calculation and as such are paid for by the customer. To stay competitive these costs must be kept as low as possible. The distribution function must be analysed and the structure improved so: a maximum degree of service is available with a minimum cost of distribution.

The service

Do not forget the importance to your company and to your customers of optimal service and support. Not only in regard to the customer but also in regard to the possible earnings for you.

Too much service is (almost) as awful as too little. Go for the best service/cost ratio.

Remember that service can be wellpaid and therefore very profitable.

Have you considered?

Not available in the unregistered version!

Complete Conclusion 17.

NEXT SUBJECT

Marketing personnel

PRODUCT INFO

The number of marketing staff

This table once completed can make it clear if a region (once compared with the regional sales) has too much or too little personnel.

Analysis of sales

This table can provide you with information on how your sales staff is performing. Any sales staff member showing sales way below the average should be

Complete the table of which the cells in the first two columns are automatically linked to cells in a spreadsheet.

PRODUCT INFO

This generates the charts in graphs4.doc.

Analysis of sales staff

How is your sales staff's level of education, its experience, salary, bonus and expenses. Compare these figures with your budget. Are they too low or too high?

Analysis of non-sales personnel

Compile the information for the non-sales staff as well. Compare them with the sales staff. Any peculiarities?

Analysis of the marketing personnel expenditures



Open the calculator

Compile all the above information and do your calculations.

Complete Conclusion 18.

NEXT SUBJECT

Human resource development

PRODUCT INFO

This aspect of personnel management should never be left out. Many companies make the mistake of not providing educational programs for their staff. This is a serious shortcoming. Your competition probably is investing in the level of its staff, **and so should you.**

PRODUCT INFO

Goals

Based upon the analysis of the marketing personnel you should clearly state the goals you set for the next five years. Which staff should receive additional training and education?

PRODUCT INFO

Strategies

Define here how you intend to reach the goals set. What programs or courses will you have your staff follow.

NOTE: If you don't have this information write it in the Strength and Weaknesses as a weakness.

The current program

What are the current programs and how much do they cost?

Complete **Conclusion 19: Analysis of the HRD expenditures**



[Open the calculator](#)

Compile all the above information and do the calculations for Conclusion 19.

NEXT SUBJECT

Current market research



Goals and strategies

First you define the goals (what information needs to be collected and compiled) for the next three to five years. Do you have a market segment you would like to know better? Do you need certain psychographic information on a particular market?

Then you have to determine how (which strategies) you intend to obtain this information.

NOTE: If you didn't have these goals and strategies defined write it in the Strength and Weaknesses as a weakness.

Product positioning

The words say it, position your product.

By a giving a certain image to your product towards the consumer you will position a product better. Look from the viewpoint of the consumer. How does he or she see it?

Determine the position of the product based on:

- product qualifications
- or the advantages the product offers
- or the consumer group(s)

PRODUCT INFO

Read: Performing a market research

Projects this year

Do you have any projects to research the market?

If you don't have any projects ongoing write it in the Strength and Weaknesses as a weakness.

Effectivity of the market research this year

If your business did have active market research projects, how effective were they? What changes would you like to implement in the future?

Complete **Conclusion 20: Analysis of the market research expenditures**



[Open the calculator](#)

Compile all the above information and do the calculations for Conclusion 20.

NEXT SUBJECT

Advertising and sales promotion

PRODUCT INFO

Advertising and promotion goals

Read through the example goals and change as you wish. It is important that in your company maximum profit is obtained from the promotion mix. A clear analysis helps to ensure that the results are satisfactory and that the choice of media and the cost are under control. The goals we have filled in are applicable for many businesses and do not really need adjustment.

1. Increase of initial sales or requests for a quote

Strategies:

- **Not available in the unregistered version!**

2. Increase of repeat sales

Strategies:

- **Not available in the unregistered version!**

3. Enhance the company name within each segment of the market

Strategies:

- **Not available in the unregistered version!**

But everyone thinks differently and has a different business to run. So feel free to change whatever you think is necessary. If you come up with even better goals please do let us know.

NOTE: If you didn't have these goals and strategies defined write it in the Strength and Weaknesses as a weakness.

The media mix this year

Complete this paragraph with your current advertising. As you can see you need to know the expenditures, the frequency and the size of the ad. You can include some more variables, such as results (how many leads were generated from this medium). This will simplify completing Conclusion 21. How effective was your advertising?

Complete **Conclusion 21: Analysis of the advertising expenditures**



[Open the calculator](#)

Compile all the above information and do the calculations for Conclusion 21.

The promotion plan

Because the promotion plan is a part of the marketing there are many similarities in the structure.

1. determine promotional opportunities
2. determine promotion goals
3. organize the activities

4. choose the right public
5. select the message
6. select the promotion mix
7. determine the budget
8. execute the strategy
9. evaluate the results

As you can see there are clear steps to be taken in order to get a sound advertising and promotion plan. Every action named above demands the necessary work. Besides the promotion plan a specific media plan and a advertising plan should be drafted.

PRODUCT INFO

For the most professional approach to running your business successfully use all the available PlanMagic™ tools.

PRODUCT INFO

NEXT SUBJECT

PlanMagic™ Corporation

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Problems and possibilities



PRODUCT INFO

THIS IS CONCLUSION 22!

Economic

Problems: **Not Registered!**
Possibilities: **Get Registered!**

Internal

Problems: **Not Registered!**
Possibilities: **Get Registered!**

External

Problems: **Not Registered!**
Possibilities: **Get Registered!**

Product lines

Problems: **Not Registered!**
Possibilities: **Get Registered!**

Complete Conclusion 22.

NEXT SUBJECT

Mistakes



- The biggest mistake: **NOT REGISTERING YOUR PLANMAGIC™ ANALYSIS!**
- NOT using the weapons and strategies mentioned in the PlanMagic™ tools!
-
-
-
-

Not available in the unregistered version!

PRODUCT INFO

There are a million mistakes to make and only a few roads lead to profitable success. Make sure you find that road, simply by putting all the effort possible in your **MARKETING.**

Chances

PRODUCT INFO

Product differentiation

Not available in the unregistered version!

PRODUCT INFO

Read: Planning a strategy

Using all your marketing weapons

There are many possibilities to improve your marketing activities. We'll name the most important ones.

-
-
-

Not available in the unregistered version!

Publicity

PRODUCT INFO

In general the term 'publicity' does not include advertising and promotion. With publicity we are talking about communication.

The difference?

With marketing we try to influence the buying behaviour. But with publicity we only influence the orientational behaviour and the mind of the public.

In this context the response to marketing is orders. But the response to publicity can be a visit to the shop, request of information or trying samples. Influencing the mind is directed towards attitudes (intentions, preferences, opinion, associations, understanding).

Another main difference is the "message". With publicity we emphasize mainly on the strong or unique aspects of the product or service. It is important to think of the message. What form is it to be in? How can you best convey it?

Barriers that hinder effective communication:

Not available in the unregistered version!

The communication mix

The mix is slightly different than the marketing mix. We now think of aspects such as product display, theme advertising, editorial publicity, personal influencing, mouth-to-ear recommendation.

More information on this topic can be found in the PlanMagic™ User lounge Analysis or Marketing section, in books and in future upgrades.

Product policy

PRODUCT INFO

The marketing instruments to use for the product policy are:

Not available in the unregistered version!

Outside world



In the outside world many changes occur all the time. Changes that businesses have to take into consideration when planning their marketing strategies.

Some examples are:

-
-
-

Not available in the unregistered version!

PRODUCT INFO

Consider carefully which of these and other factors have influenced or may come to influence your business.

Market approach

PRODUCT INFO

The method we use to assess the market is simply called the market approach. We can differentiate between a homogeneous and a heterogeneous market.

- **homogeneous**

the market is one large entity

- **heterogeneous**

the market consists of smaller separate market segments

The applied strategy will be either:

PRODUCT INFO

market aggregation strategy

is applied in a homogeneous market

The strategy then assumes one product (line) supported by a single marketing plan. The entire market is approached in order to reach as many customers as possible. There is no difference between the consumer groups or the product groups. The entire product mix is promoted by means of one campaign.

PRODUCT INFO

market segmentation strategy

is applied in a heterogeneous market

The several market segments are approached as separate homogeneous markets. Specific target markets are approached, for example: the sports segment, the teenagers segment or the 'green' segment.

The first segmentation is the one of consumers and industrial users. Further divide into geographic, demographic and/or psychographic segments.

How to identify the segments that provide profitable marketing opportunities.

Not available in the unregistered version!

Strategic position

PRODUCT INFO

The strategic position of a company depends on the marketing aspects being:

Not available in the unregistered version!

Perform a market research

PRODUCT INFO

Large companies use market researchers to perform ongoing research projects. For small businesses this is not an available option. You'll have to perform a market research yourself. Here are some tips!

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Not available in the unregistered version!

PRODUCT INFO

Many of the above sources are nowadays available on Internet and are listed in the PlanMagic™ User Lounge.

Collect as much measurable data as possible. Measurable data can be analysed statistically.

SURVEYS

Not available in the unregistered version!

E-mail Online Consultancy



What is E-mail online consultancy?

It is a professional consultancy service for the smaller and medium sized business wishing to distinguish itself. Without exorbitant fees and long term commitments. There is no obligation whatsoever.

You can have your own business consultant at your fingertips. Your personal advisor is assigned to work with you on a regular basis, providing you with constant guidance and advice on your business.

Your advisor is a highly experienced business person, with experience in helping smaller businesses in areas such as sales, marketing, decision making, location, accounts, business economy, personnel and organizational structures.

Because the service is delivered over the Internet (via e-mail) it is extremely cost effective, making this kind of professional advice affordable and accessible for small and medium sized businesses like yours.

Why use E-mail online consultancy?

As a small business owner you may find yourself isolated at times. It can be a lonely experience. And (like so many others) you may find the lack of some of the required skills or knowledge to make your business really successful.

There are times when advice is needed quickly to avoid making costly mistakes or to take advantage of a possible opportunity.

What do you get from your us?

Based on your Application Form, we assign an advisor to you, matching his or her skills and experience to your needs. You may have an email discussion with your advisor (FREE and with no commitment on your part), getting to know each other.

You can often get some valuable advice at this early stage. After that, you can continue to work with your advisor on a monthly basis for a small monthly fee for as long as you like. You are never committed to more than one year at a time. And you are not obliged to ask our advice if you feel you don't need it. **But when you do, we're only an e-mail away!**

The help you get from your advisor may cover any aspect of running a business, online and offline. But your advisor will tell you if he or she is not qualified to advise you on an issue. In such case your advisor will direct you to the proper channel. All our advisors are bound by the *Code of Professional Conduct*, based on that of the Institute of Management Consultants.

PRODUCT INFO

More information can be found at the PlanMagic™ Business Resource Centre at:

<http://planmagic.com>

OR <http://ourworld.compuserve.com/homepages/planmagic>

Choosing strategy



BUILDING UP STRATEGIES

When your market share drops below the minimum level where an acceptable profit can be obtained, there are only two options:

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If the market share is not small enough to withdraw, but not large enough for acquiring an attractive profit, one could consider a more aggressive building up strategy. Realize however that:

- a considerable increase in market share can never be done quickly, and
- increasing market share in a short term is costly.

The main marketing instruments to use for a building up strategy are:

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MAINTAIN STRATEGIES

When the market share is reasonable or gaining market share is too costly, maintaining market share will be the chosen strategy. For known products/brands this is the most commonly used strategy.

It may seem easy to maintain a comfortable position, but it can be just as difficult as building up. Attacks on your market share can come from many directions and must be dealt with appropriately. What if a (new) competitor starts with price reduction?

The main question is: what is the most profitable method to maintain market share?

The main marketing instruments to use for a maintain strategy are:

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PRODUCT INFO

Read: Characteristics of building up/maintain strategies

HARVEST STRATEGIES

Completely opposite to the building up strategy you can apply a harvest strategy. This entails giving up market share in order to improve results quickly or cashflow. Harvesting is mostly a matter of necessity rather than choice.

Liquidity can be urgently needed to realize certain investments or because management needs to show results. Once a product reaches this stage something needs to be done before the backdrop phase begins.

First analysis of the product is necessary. Consider the following factors:

Not available in the unregistered version!

Once a proper assessment can be made, choose one of the following options:

Not available in the unregistered version!

Characteristics of strategies

PRODUCT INFO

The following characteristics can be recognized in building up and maintain strategies:

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Distribution analysis

PRODUCT INFO

The following list may be important when analysing the changes in the distribution channels.

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Reviews

PRODUCT INFO

PRODUCT INFO

What are other users saying of the PlanMagic™ software products?

Here are some of their comments on PlanMagic™ Business:

"It's a great program"

A.C., system operator at CompuServe

"I like it very much, but since I really need the marketing software I'm ordering the PlanMagic™ Three-pack"

D.B., England

"This product has great potential"

L.P., New York, USA

"It really works"

P.C., London, England

"I really like your program PlanMagic™ Business, and the beta version of PlanMagic™ Analysis is even better. I've never seen anything like it"

A.I., Brussels, Belgium

"The online manual is simply superb"

J.W., system operator at CompuServe

PRODUCT INFO

What are others saying of the PlanMagic™ web site?

"You have a great web site"

A.S., Editor at www.flabisnet.com

Types of organizations

PRODUCT INFO

An organization can take many forms. The following types can be defined:

- organizations with flow of own products/goods
- organizations without flow of own products/goods
- other organizations

PRODUCT INFO

Organizations with flow of own products

Not available in the unregistered version!

PRODUCT INFO

Organizations without flow of own products

Not available in the unregistered version!

PRODUCT INFO

Other organizations

Not available in the unregistered version!

Order through CompuServe

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By mail, phone, fax

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Internet/www

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Customer support

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Our E-mail addresses are:

U.S. Sales dept.: planmagic@hotmail.com or sales@planmagic.com

U.K. Sales dept.: planmagic@aol.com

All other countries Sales dept.: planmagic@unicall.be

1) Forward the payment:

a) Compuserve: GO SWREG id.#:

US versions:

- # 13444 : for single user licence of PlanMagic™ Business = \$59.95
- # 13669 : for single user licence of PlanMagic™ Analysis = \$79.95
- # 13672 : for single user licence of PlanMagic™ Marketing = \$69.95
- # 13445 : for single user licence of three PlanMagic™ tools = \$159.50

UK versions:

- # 13376 : for single user licence of PlanMagic™ Business = £37/\$59.95
- # 13669 : for single user licence of PlanMagic™ Analysis = £49/\$79.95
- # 13672 : for single user licence of PlanMagic™ Marketing = £44/\$69.95
- # 13414 : for single user licence of three PlanMagic™ tools = £99/\$159.50

Shipping and handling are \$5.00 per tool or Three-pack. Your payment will be direct debited by Compuserve.

PRODUCT INFO

When ordering other language versions (Nederlands, Français available soon) please use the ID# of the US versions. We will automatically ship (if available) the version based upon the location of the person ordering. If you want an English version anyway order the UK version or send us an e-mail specifying the desired language.

PRODUCT INFO

PlanMagic™ Marketing will be fully available in the second quarter of 1997. We do not ship (as too many others) buggy 'beta' versions. If you order a threepack, you'll receive PlanMagic™ Business and PlanMagic Analysis right away. PlanMagic Marketing will follow in its entirety in the second quarter of 1997.

PRODUCT INFO

If you DO order PlanMagic Marketing separately before finding the functional demo versions on the AOL forums or Internet, you will only receive the confirmation of your order and payment. You will then automatically receive notice or uploads when the program(s) is(are) fully completed (2nd quarter 1997).

2) Delivery:

a) You will receive the PlanMagic™ Disk by registered mail.

b) Or you may download the full version from our download area. The URL and username/password are forwarded by email with the confirmation.

PRODUCT INFO

You only purchase the SINGLE USER license. Please contact us if you need an ACCOUNT license.