



TOGETHER
for a sustainable future

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Expert Group Meeting on Marketing Management
and Strategy for the Developing World

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*Management information system/
for marketing/ -*

THE MARKETING INFORMATION SYSTEM (MIS) ^{1/}

prepared by

the Secretariat of UNIDO

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The "Marketing Information System" (MIS)

Outlines below are specific kind of marketing information which are of value in the planning and development of marketing strategies.

The institutions most likely to be interested in each kind of marketing information are indicated in parentheses, according to the following code:

ALL - all enterprises
MFR - the manufacturing enterprises
WHL - the wholesalers
RET - the retailers
GOV - the governmental institutions

(a) Marketing History

1. Product lines and individual products (ALL)
2. Pricing (ALL)
3. Channels of distribution (MFR)
4. Advertising and sales promotion (ALL)
5. Management decisions under particular market conditions (ALL)
6. Sales area changes (ALL)
7. Changes in channels of distribution (MFR)
8. Profit and loss statements (ALL)

By product, salesman, geographic territory, customer.

(b) Sales and Costs data in money or units

1. By product line of individual products (ALL)
2. By type of customer (MFR/WHL)
3. By individual customer (MFR/WHL)
4. By channel of distribution (MFR)
5. By geographic territory (ALL)
6. Returns (ALL)
7. Production costs by product (MFR)
8. Distribution costs (ALL)

(c) Market potential data

1. Total (ALL/GOV)
2. By product (ALL/GOV)
3. By geographic territory (ALL/GOV)
4. By individual customer (MFR/WHL)

(d) Standards for control

1. Sales forecasts

- (a) Total (ALL/GOV)
- (b) By product (ALL/GOV)
- (c) By geographic area (ALL/GOV)
- (d) By sales territory (MFR/WHL)
- (e) By store unit (RET)

2. Budgets

- (a) Storage and inventory (ALL)
- (b) Transportation (ALL)
- (c) Sales solicitation (ALL)
- (d) Advertising and sales promotion (ALL)
- (e) Administration (ALL)

(e) Company selling policies

1. Selection of wholesales and/or retailers (MFR)

- (a) Number
- (b) Qualitative factors

2. Pricing (ALL)

- (a) Base prices
- (b) Discount structure
- (c) Special deals

3. Delivery and returns (ALL)

4. Servicing-warranties, guarantees (ALL)

5. Promotional assistance (MFR/WHL)

- (a) Co-operative advertising (MFR)

6. Credit extension (MFR/WHL)

7. Provisions for providing marketing intelligence (MFR/WHL)

(f) Customer information

1. Number and location (MFR/WHL)

2. Attitudes of customers toward manufacturer's selling policies (ALL)

3. Competitive lines carried (MFR/WHL)

4. Customers' selling policies (MFR/WHL)

- (a) Pricing
- (b) Services extended
- (c) Promotional activities

(g) Data on salesman activities (MFR/WHL)

1. Number of calls per day or per week

- (a) by type of customer

2. Allocation of calls

- (a) By territorial sub-division
- (b) By customer

3. Sales per call (value)

- (a) Overall average
- (b) By individual customer

4. Customer turnover

5. Progress toward quotas

6. Expense data

7. Other selling activities; e.g. sales meeting held, complaints handled, etc.

(h) Advertising information

1. Total current expenditures (ALL)
 - (a) By medium
2. Effectiveness data
 - (a) Sales (ALL)
 - (b) Readerships and listenerships results (ALL)
 - (c) Coupon returns and inquiries (MFR/RET)
3. Co-operative advertising (MFR)
 - (a) Expenditures
 1. By customer
 2. By territory

(i) Sales promotion information (ALL)

1. Current and imminent campaigns

(j) Ultimate consumer information (ALL/GOV)

1. Quantitative: current and trends
 - (a) Population
 - (b) Income
 - (c) Life cycle
 - (d) Education
 - (e) Occupation
2. Qualitative (ALL)
 - (a) Purchase motivation
 1. Psychological
 2. Socio-economic
 - (b) Attitudes toward:
 - Selling policies and services
 - Products
 - Promotional methods

(k) Structure of competition: same industry and other potentially competitive industries (ALL)

1. Number of competitors
2. Relative size relationships
 - (a) Percentages of industry sales controlled by leading competitors
3. Geographic location of competitors

(l) Products on market (ALL)

1. Present assortment
 - (a) New uses for established products
2. New products
3. Discontinued products
4. Package design changes

(m) Sales organization

1. Number of salesmen (MFR/WHL)
2. Break-down of geographical structure: regions, divisions, salesmen's territories (MFR/WHL)
3. Duties, responsibilities, and authority of salesmen and sales managers.

(n) Company policies

1. Pricing (ALL)
 - (a) Base prices
 - (b) Discount structure
 - (c) Special deals
2. Customer services (ALL)
3. Selection of outlets (MFR/WHL)
4. Delivery/returns (ALL)
5. Promotional assistance offered (ALL)

(o) Future plans

1. New production processes (MFR)
2. New products (MFR)
3. Mergers acquisitions (ALL)
4. Plant expansion (MFR)
5. Expansion of sales territory (ALL)
6. Advertising and sales promotion campaigns (ALL)
7. Pricing changes (ALL)

(p) Product information

1. Current product research development (MFR)
2. Product testing results (MFR)

(q) Sales forecast data (ALL)

1. By product line or individual products
2. By geographic area

(r) Cost data

1. Production costs (MFR)
2. Marketing costs (ALL)

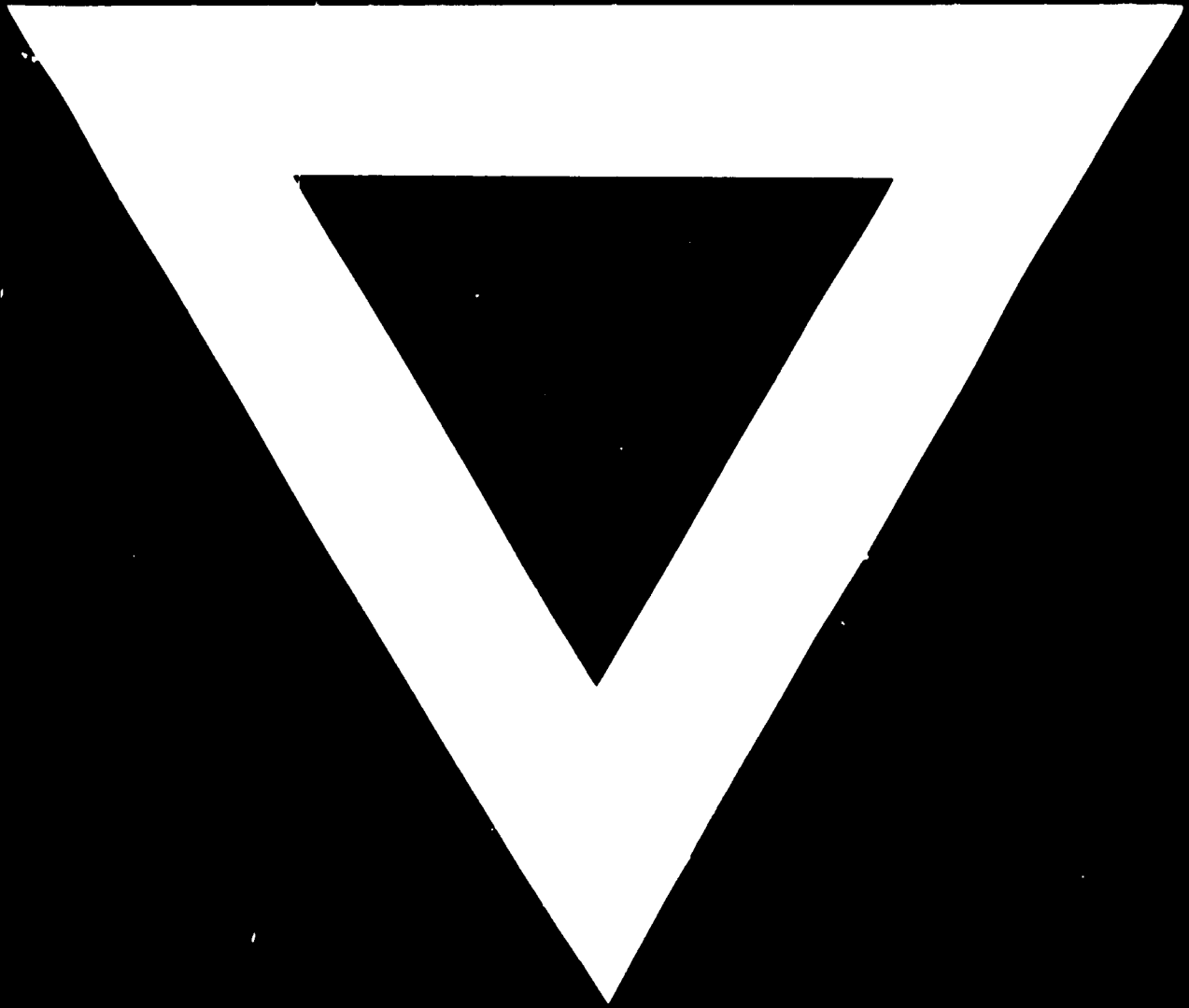
(s) Purchases (MFR)

1. Raw materials
2. Equipment

(t) Inventory data

1. Company owned warehouses (MFR)
2. Wholesale level (MFR/WHL)
3. Retail level (MFR/WHL)

(u) Information on test marketing results (MFR)



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