



TOGETHER
for a sustainable future

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MARKETING CONCEPT
FOR THE UNIDO SME PROGRAM
including a Quick Result Program (QRP)

Vienna, May 1995

RECEIVED

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SSA UNIT

CONTENT:

1. TARGET GROUPS
2. BASIC STRUCTURE OF CONTENT
3. MARKETING TOOLS
4. PROPOSALS



1. TARGET GROUPS

In principle:

Donating Countries

Target groups within donating countries

Receiving countries

Target groups within receiving countries

In detail:

Donating Countries:

Make priority-list of donating countries versus project groups. To do this properly, it needs the following research and analysis for all industrialized countries:

Target groups within donating countries:

- Which sums have been spent in the past for which type of project through which organization - compare with Gross Domestic Product and main industries of that country.
- Find and define relations.
- Define industries with common data which have not been involved in relevant programs.

The result is a list of project-types, associated with a list of industries and organizations within each country. These are your target groups within the industrialized countries.



Receiving countries:

Make priority-list of receiving countries versus project groups. To do this properly, it needs the following research and analysis for all developing countries:

Target groups within receiving countries:

- Make priority-list of successful projects, institutions involved and form them into project-groups, versus institutions.
- Compare resources- and production-data of the counties versus project-groups.
- Define project-types, which have not been implemented although resources- and production-data would indicate the possibility and need.

The result is a list of project-types, associated with the relative resources- and production-data versus institutions.

Set-up relations between the two lists and you have the target groups of your marketing campaign.

After having defined the target groups, we need to determine the core contend to be transported:



2. BASIC STRUCTURE OF CONTENT

- The raising importance of SME's. (Globalisation divides economies into (large) international enterprises and SME's)
- Why SME's in developing countries get stuck.
- New strategies for SME's in industrialized and developing countries. Plus the difference to previous programs.
- Practical examples.
- The philosophy - the paradigms behind the program.
- Why only UNIDO can play this role.
- The procedure.

Please refer to the Computer Aided Presentation (CAP) which I delivered on Monday, 15th of May 1996.



3. MARKETING TOOLS

All marketing tools must meet the needs, possibilities and infrastructural reality of both groups of targets:

Printed Matter: Today all printed matter is endangered to be ignored due to a world-wide overflow of printed matter. Therefore brochures should mainly be planned and used to accompany e.g. verbal presentations.

- Newsletters
- Brochures
- Project Stories
- Success Reports

Presentation: A verbal presentation still has the highest level of attention of all marketing tools. Audio and visual aids improve the impact of any presentation:

- Overhead Projector
- Computer Aided Presentation (needs expensive hardware)
- Slide-show
- CD-i

Database: One of the most striking arguments for UNIDO's role within the SME program is the know-how and the capability to provide access to relevant data to all parties involved without a conflict of own interests.

Internet: The coming means of (interactive) information. Check the demographic structure of the users ! To make use of the Internet your target group must possess a computer, a modem the software and the know-how. Even in industrialized countries by far not all your target group can and does use the Internet.



4. PROPOSALS

general and quick result program (QRP)

Define your target groups. Get the necessary data for a marketing campaign, as stated above. It is essential to identify your target groups exactly and give them priorities.

QRP: Create a table each for donating countries and developing countries with the following information:

| Priority | Country | Budget donated | Projects | Project Type | Organization | Success | Industry involved |
|----------|---------|----------------|----------|--------------|--------------|---------|-------------------|
| | | | | | | | |
| | | | | | | | |

Compare the two tables and the priority you gave. Find relations and create a priority list for donating countries versus developing countries versus project type. This is your priority list for the QRP. All following steps must meet the needs of the target groups defined in your priority list.

Set-up a database. Identify the needs of each of your target groups and add relevant data to your database. Make these data accessible to your target groups.

QRP: Use your project documentation and adapt it for publication for your newly defined target groups.
Put these documents on your web-page of the Internet.
Prepare a mailing for your target groups to inform them, what information waits for them on the Internet.
Research the infrastructure of your target groups to define which means of information suits them best; add this information to your database.



Create a presentation. Make sure this presentation contains of all the elements, that it can be used for all purposes: Personal presentation, Conferences, Individual unattended source of information.

QRP: Create a Computer Aided Presentation (CAP) for your above defined target groups. Make it available to the Internet.

Produce a CD-ROM version of the same presentation and mail it along with your above mentioned mailing.

Make a CD-i version of your CD-ROM and send it to the target groups which have no access to the Internet.

Create accompanying material: This printed material should be very brief and should only introduce or explain the use or summarize the content.

QRP: Create a „how to use“ leaflet for each of your presentation-types.

Set-up a mailing list according to your database.

Set-up a marketing campaign: Based on your priority-list of your target group, the type of projects you aim for and the present (political) situation, you can define the goals of the campaign. This results in a logic need of activities to reach these goals.

This marketing campaign should be built on the base of the QRP.

QRP: Adapt your priorities in your priority-list, according to the level of negotiations you reached with both donating and receiving countries.

Include all measures you have undertaken so far into your campaign.

Set-up the campaign as a completion-activity - to close gaps of your activities and make the whole program harmonious and complete.

Install direct contacts with industries. Check your database to decide which industries to start with.

Install a follow-up information service: New projects, achievements and final results should briefly be documented and made available to all target groups. Update the according module(s) of your presentation, add to the Internet and refer to it in your accompanying material.

Compose an activity list: When setting-up, when deciding any activity, add it to the activity list.

Regularly check the state of implementation. Update the activity list.