

## **PARTICIPATE IN THE ELABORATION AND IMPLEMENTATION OF A MARKETING PLAN.**

**You are the Marketing Director of POMONA, a large food supplier dedicated to restaurants and mass catering.**

Following the enactment of ***The EU school fruit, vegetables and milk scheme*** as well as ***the EGalim Law***, you were asked to develop a new marketing plan to boost the sales of your organic dairy products.

You have a reasonably open budget and a sales team as well as a few telesales representatives at your disposal.

Your marketing plan should detail all the strategies and actions you will carry out to achieve your objectives :

- Inform your clients (laws, subventions)
- Retain your current clients
- Find new prospective clients
- Increase your global turnover on organic dairy products

Make sure you cover the following :

- Relevant product list
- Competitor monitoring
- **Equipment / tools for your sales team (EGalim tools for example)**
- Communication (exhibitions / medias / ...)

What you do NOT need to do :

- Establish a detailed price list
- Take budget into account