

Marketing Plan for Tri-State APICS 2009-2010



Target market

- Current Tri-State APICS members.
- Former Tri-State APICS members.
- Chattanooga manufacturing companies not currently represented in chapter. The Chattanooga Chamber of Commerce issued a list of the major employers on Chattanooga with over 100 employees. There are 41 companies listed and we have active members in 9 of those companies.
- Expand the reach beyond “metro” Chattanooga which is primarily Hamilton County.

Website: www.tri-stateapics.org

Industry Trends

- Manufacturing base as a whole is perceived to be declining however the arrival of Volkswagen is expected to bring 2000 additional manufacturing jobs to the community although a time frame is not provided.

Goals (SMART)

- A BOD member will personally reach out to each of the current members by individual email or phone call by June 30, 2010. Studies have shown when people feel connected to an organization, they tend to become more involved, or at least continue membership.
- A BOD member will personally reach out to each of the former APICS member from the August 2008 membership list by December 30, 2010. The purpose is to try to reconnect and if unemployed offer the APICS membership benefit.
- Increase APICS participation from 6 of the top 10 manufacturing companies to 7 or more companies by December 30, 2010, or understand the barriers and how Tri-State may adapt.
- Conduct at least 1 webinar by June 30, 2010 to encourage participation outside Chattanooga.

Strategies (how plan to reach goals – broad)

- Show the benefit of Tri-State APICS membership by offering price incentives on chapter activities such as classes, meetings and webinars to members.
- Contact top 10 manufacturing companies and ask a representative to an event to discuss what they need and how APICS may help.
- Change the chapter website from a static method of communication to a blog type site and encourage members to post and use RSS to gain information.
- Use APICS Southeast District webinar capabilities to host free webinars while getting started. (Be careful with the perception and/or precedence with “free”.)
- Consider utilizing other locations and times for meetings.
- Continue to focus on CBar to help chart the course how to manage the chapter.

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Budget

- Zero based budget. As a tactic is developed, the appropriate BOD member will ask the remaining BOD to vote on releasing funds. Approval is a majority vote.

Marketing Mix

Service	Price	Placement (Distribute)	Promotion
Membership	\$200	APICS Association	APICS Association, Personal contact,
PDM	\$25 and \$30	Face to face Mtg	Website, email, personal contact, LinkedIn, newspaper, flyers (?)
Plant Tour	\$25 and \$30	Face to face	Website, email, personal contact, LinkedIn, newspaper, flyers (?)
Webinar	TBD	If free use SE District, if fee need our own	Website, email, personal contact, LinkedIn, newspaper, flyers (?)
APICS CPIM	\$300	Face to face, 1 day public class. Maybe 2 day for different price or in-house for different price.	Website, email, personal contact, LinkedIn, newspaper, flyers (?)
APICS CSCP	\$1795	Face to face, 4 day public class	Website, email, personal contact, LinkedIn, newspaper, flyers (?)
APICS Lean	TBD	Face to face, 3 day public class.	Website, email, personal contact, LinkedIn, newspaper, flyers (?)
Other education topics	TBD	Inventory, negotiations, LinkedIn, social networking, purchasing???	Website, email, personal contact, LinkedIn, newspaper, flyers (?)

Top 3 competitors

- ISM/NAPM – the local chapter in Chattanooga is not strong however some people feel they must make the choice between APICS and ISM. Have been reaching out for the last several years for a joint meeting. Hope to collaborate with them in 2010 to gain synergies.
- PMI – the perception is this organization is growing. Their meetings are during lunch and in the past had a larger audience then our chapter. Would like to have some collaboration with them as well and maybe offer member reciprocal member discounts for local events.
- Local colleges and/or universities – may have a supply chain or operations curriculum that competes for people who may otherwise attend chapter classes. Have tried to co-host classes the later several years without success. Our chapter scores low on the CBar Student Chapter portion. Have tried to engage local facility without much success. Will continue to try with both Chattanooga Technical and Dalton State.

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Strength

- Our members are geographically centered. 77% of our members have a primary zip code 25 miles or less from Hamilton Place area in Chattanooga. Many other chapters have members over a larger geographic area.
- Our BOD continues to graciously volunteer to keep our chapter alive and strong despite other priorities.

Weakness

- APICS membership is remaining fairly constant over the last year.
- A larger percentage of Tri-State members already have at least one certification.

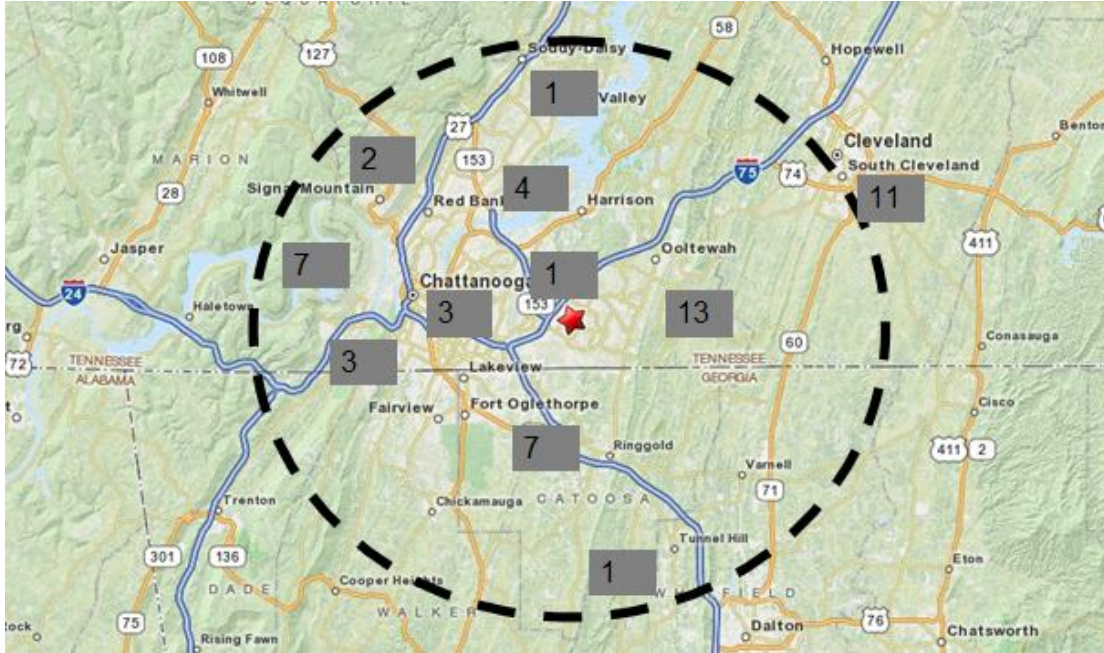
Monthly Tactics

Summer 2010 will develop monthly tactics for 2010-2011 APICS calendars.

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Attachments:

Members - Map of Chattanooga – Hamilton Place is center.
53 members have primary zip code within 25 miles of center.



Major Employers List 2010 from Chattanooga Chamber of Commerce

Company	Business	Emp	APICS
McKee Foods Corporation	mfr cakes and cookies	3060	y
Roper Corporation	mfr cooking products	1500	
Astec Industries Inc	mfr asphalt & construction equip	1317	y
Chattem Inc.	mfr health & beauty aids	553	y
Alstrom Power - Boiler Retrofits	mfr industrial, utility boilers and related	494	y
Propex Operating Company, LLC	mfr carpet backing/technical textiles	475	y
Mueller Co.	mfr gate valves	443	y
Chattanooga Coca-Cola Bottling Co./Unite	mfr soft drinks (bottles and cans)	435	
Southern Champion Tray, LP	mfr folding cartons	366	
Miller Industries Towing Equipment, Inc.	mfr towing equipment	328	
Volkswagen Group of America Chattanooga	mfr automobile	300	
Komatsu America Corp.	mfr heavy construction equipment	289	y
Blue Bird North Georgia	mfr school buses	275	
WNA American Plastic Industries	mfr plastic cups, containers and lids	232	
Farley's and Sathers	mfr candy	230	
Burner Systems International, Inc	mfr gas burners	212	
Lodge Manufacturing Company	mfr cast iron cookware & other OEM gray iron	206	

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Outline for marketing plan from: www.about.com

- **Target Market** - Briefly mention your target market for your company, website, product, etc., including any important demographics.
- **Industry Trends** - Are there any industry trends that would affect your marketing strategy (such as major growth or decline in your specific industry within certain markets)?
- **Goal(s)** - What is the goal of your marketing efforts? What do you want to accomplish? Make your goals specific and measurable.
- **Strategies** - In a general sense, how do you plan to reach your goals? These shouldn't be specific tactics (like send a weekly newsletter), but should be broad in nature (such as increasing repeat visitor traffic, if your goal were to grow to 100,000 pageviews per day while marketing your website).
- **Yearly Marketing Budget** - Simply include your predetermined marketing budget, so you know what you have to work with when planning out your marketing tactics.
- **Marketing Mix** - Here's where you'll tackle the 4 Ps of Marketing.
 - **Product (or service)** - Simply mention what your product / service is. What is it that you're marketing? A tool? A professional service? Information?
 - **Price** - How will the pricing model of your products/services factor into your marketing? Will you sell with a low price on a value principle? A high price to target a luxury market?
 - **Placement (also referred to as distribution)** - Placement means where you will physically or figuratively "place" your products or services, to make them visible to your target market. Will you sell through special in-store displays? What kind of stores? Will you sell through a catalog? Your own website? Online through affiliates? etc.
 - **Promotion** - Give a very general overview of how you intend to promote your products or services. How will you build your brand?
- **Top 3 Competitors** - Who are the top three competitors that you need to position yourself against? For example, if you're an online book seller focusing on a niche of selling mysteries, Amazon.com won't be one of your top three competitors. You'll need to position yourself against other online booksellers in your specific niche before trying to go after the "big guys". Keep things as realistic as possible. Who's competing against you in the most direct sense?
- **Your Strengths** - What are your particular strengths which might help you position yourself against your competitors?
- **Your Weaknesses** - What are your weaknesses, or potential barriers to positioning yourself against your competitors? (Everyone has them.) For example, are you new to the industry? Do you have a smaller product line? etc.
- **Monthly Tactics** - Using the rest of your one page marketing plan as a guide, determine where your chosen marketing tactics should fit into your yearly plan. For example, using the book-selling scenario again, if there were a specific week or month focused nationally or internationally on reading or your specific niche, you might want to focus certain marketing efforts around that time (like a sale, having online chat sessions set up with select authors, etc.).