



Chapter 2

Strategic Marketing Planning

Definition of Strategic Planning

- **Planning**: Analyzing the current situation, forecasting the future, and determining the best possible course of action to achieve effective implementation.
- **Strategy**: A specialized approach that involves deep thinking to extract the best possible course of action. It can transform any situation—whether advantageous or disadvantageous—into a benefit for the organization.





Importance of Strategic Management

- Provides a clear direction towards the goals.
- Helps in selecting the best approach for a given situation.
- Clarifies the mission and roles of different individuals within the organization.
- Establishes clear guidelines for measuring and evaluating success.



Marketing Strategy Process

1. Setting the Direction

- Vision
- Mission
- Objectives





2. Assessing the Organizational Environment

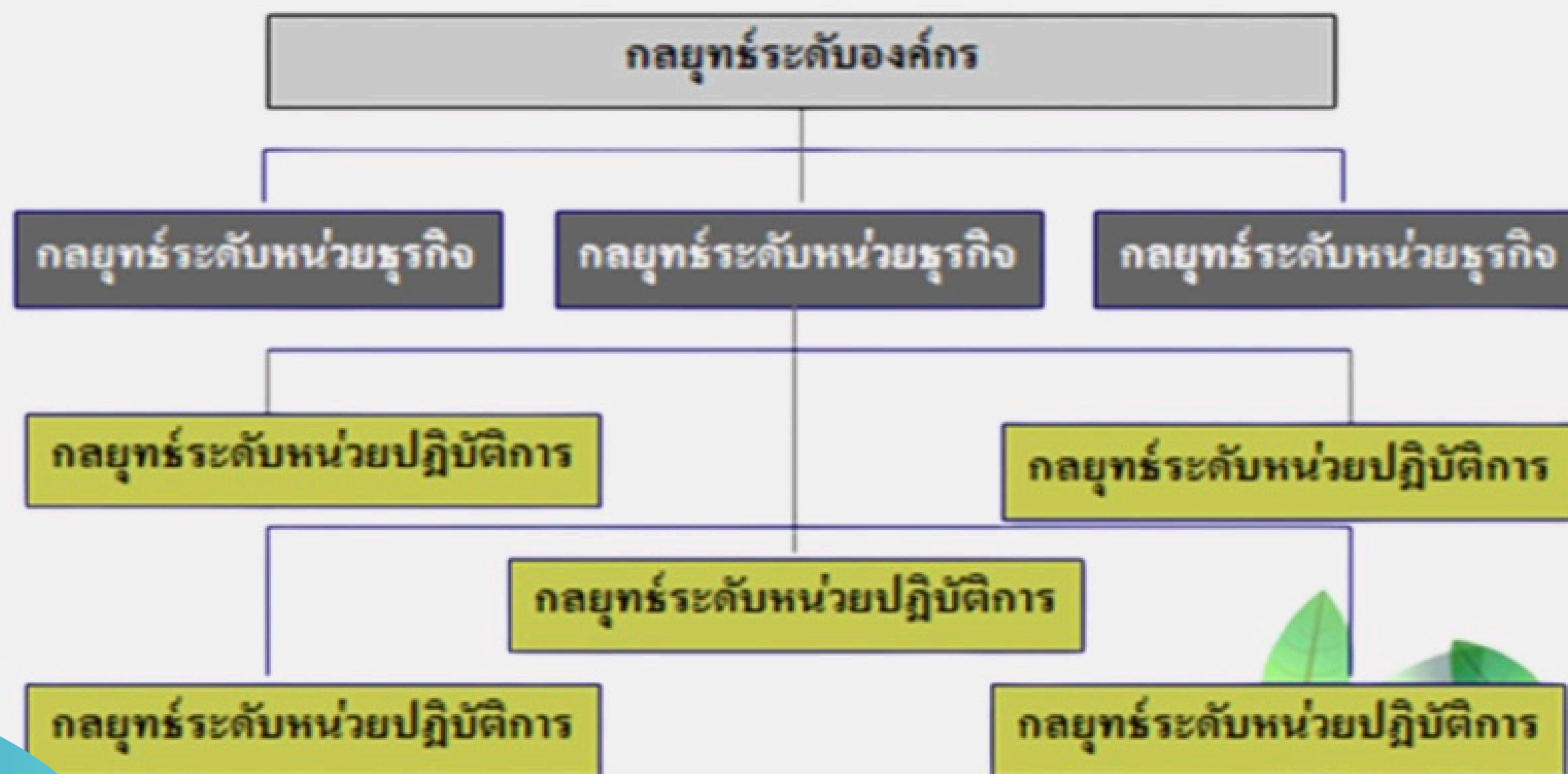
- General environment
- Operational environment
 - Internal environment analysis
 - External environment analysis

3. Strategy Formulation

- Corporate-level strategy (covered in Chapter 5)
- Business-level strategy (covered in Chapter 6)
- Operational-level strategy (covered in Chapter 7)



ระดับของกลยุทธ์





OISHI
G · R · O · U · P

Oishi Green Tea ::
Oishi Japanese
Buffet Restaurant ::
Oishi Delivery ::
Oishi Ramen ::
In&Out Bakery ::
Sushi Bar ::
Shabushi ::
OK Suki & Barbecue ::
Log Home ::
Oishi Catering ::
Oishi Trading ::
Others ::

บริษัท โออิชิ (มหาชน) จำกัด

การวางกลยุทธ์ระดับองค์กร

การวางกลยุทธ์
ระดับหน่วยปฏิบัติการ

Finance & Account

Marketing & Sales

Production

Research &
Development

Human Resource
Management

การวางกลยุทธ์ระดับหน่วยธุรกิจ



Marketing Strategy process

4. Strategy Implementation

5. Control and Evaluation



Thank You