

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/05/5/A

MARKET TOUR & TRAVEL PRODUCTS

Nov/Dec 2023



OBSERVATION CHECKLIST

Candidate's name & Registration No.			
Assessor's name & Reg. code			
Unit(s) of Competency	Market Tour and Travel Products		
Venue of Assessment			
Date of assessment			
Observation Checklist	Marks awarded	Marks scored	Comments
Award 2 mark for each section correctly developed, a maximum of 20 marks Develop a marketing strategic plan 1. Executive Summary: Briefly summarize the key points of the marketing plan, including the company's mission, goals, and major marketing strategies. 2. Introduction: Provide an overview of the company, its history, and its current market position. Describe the purpose and scope of the marketing plan. 3. Situation Analysis: Conduct a detailed analysis of the company's internal and external environment. This includes: SWOT Analysis: Assess strengths, weaknesses, opportunities, and threats.	20		

4. Market Analysis: Define the target market, market size, and trends. Competitive Analysis: Identify key competitors and their strategies. 5. Customer Analysis: Understand customer needs, preferences, and behaviors. 6. Industry Analysis: Discuss industry trends, regulations, and challenges. Mission, Vision, and Values: 7. Marketing Objectives: Set specific, measurable, achievable, relevant, and time-bound (SMART) marketing objectives. 8. Target Market and Buyer Personas: Define the primary target audience for your products or services. 9. Positioning and Brand Strategy: Describe how the company positions itself in the market. 10. Competitive Analysis: Analyze the strengths and weaknesses of key competitors. Identify opportunities to differentiate the company from competitors. 11. Marketing Strategies: Outline the high-level marketing strategies that will be employed to achieve objectives. Common strategies include: 12. Product Strategy: Details about product development, innovation, and improvement. 13. Pricing Strategy: How pricing will be set and adjusted. Distribution Strategy: Plans for product or service distribution. 14. Promotion Strategy: Strategies for advertising, public relations, content marketing, social media, and other promotional activities. 15. Sales Strategy: Plans for sales channels, tactics, and team structure. 16. Marketing Tactics: Describe the specific marketing activities and initiatives that will be executed to implement the strategies. 17. Budget: Outline the budget allocated to each marketing activity or channel. Specify the expected return on investment (ROI) for each marketing initiative. 18. Implementation Timeline: Create a timeline that maps out when each marketing activity will be executed. 19. Key Performance Indicators (KPIs): Define the metrics that will be used to measure the success of the marketing plan. 20. Monitoring and Reporting: Explain how the plan's progress will be monitored and reported. Who			
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