

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/05/5/A

MARKET TOUR &amp; TRAVEL PRODUCTS

Nov/Dec 2023



## OBSERVATION CHECKLIST

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

<p><b>4. Market Analysis:</b> Define the target market, market size, and trends. Competitive Analysis: Identify key competitors and their strategies.</p> <p><b>5. Customer Analysis:</b> Understand customer needs, preferences, and behaviors.</p> <p><b>6. Industry Analysis:</b> Discuss industry trends, regulations, and challenges. Mission, Vision, and Values:</p> <p><b>7. Marketing Objectives:</b> Set specific, measurable, achievable, relevant, and time-bound (SMART) marketing objectives.</p> <p><b>8. Target Market and Buyer Personas:</b> Define the primary target audience for your products or services.</p> <p><b>9. Positioning and Brand Strategy:</b> Describe how the company positions itself in the market.</p> <p><b>10. Competitive Analysis:</b> Analyze the strengths and weaknesses of key competitors. Identify opportunities to differentiate the company from competitors.</p> <p><b>11. Marketing Strategies:</b> Outline the high-level marketing strategies that will be employed to achieve objectives. Common strategies include:</p> <p><b>12. Product Strategy:</b> Details about product development, innovation, and improvement.</p> <p><b>13. Pricing Strategy:</b> How pricing will be set and adjusted.</p> <p><b>Distribution Strategy:</b> Plans for product or service distribution.</p> <p><b>14. Promotion Strategy:</b> Strategies for advertising, public relations, content marketing, social media, and other promotional activities.</p> <p><b>15. Sales Strategy:</b> Plans for sales channels, tactics, and team structure.</p> <p><b>16. Marketing Tactics:</b> Describe the specific marketing activities and initiatives that will be executed to implement the strategies.</p> <p><b>17. Budget:</b> Outline the budget allocated to each marketing activity or channel. Specify the expected return on investment (ROI) for each marketing initiative.</p> <p><b>18. Implementation Timeline:</b> Create a timeline that maps out when each marketing activity will be executed.</p> <p><b>19. Key Performance Indicators (KPIs):</b> Define the metrics that will be used to measure the success of the marketing plan.</p> <p><b>20. Monitoring and Reporting:</b> Explain how the plan's progress will be monitored and reported. Who</p>			
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<p>will be responsible for tracking KPIs, and how often will progress be assessed?</p> <p><b>21. Contingency and Risk Management:</b> Identify potential risks or obstacles that may impact the plan's success.</p> <p><b>22. Conclusion:</b> Summarize the key points of the marketing strategic plan. Reiterate the company's goals and strategies.</p> <p><b>23. Appendices:</b> Include any additional supporting documents, research data, or charts that provide context for the plan</p>			
<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>- Audibility <span style="float: right;">3</span></li> <li>- Knowledge of marketing <span style="float: right;">3</span></li> <li>- Confident <span style="float: right;">3</span></li> <li>- Flow of presentation <span style="float: right;">3</span></li> </ul>			
<p><b>Grand Total</b></p> <p><b>(Observation checklist)</b></p>	<p><b>32</b></p>		
<p><b>The candidate was found to be:</b></p> <p style="text-align: center;">Competent <input type="checkbox"/>      Not yet competent <input type="checkbox"/></p> <p style="text-align: center;"><i>(Please tick as appropriate)</i></p> <p style="text-align: center;"><i>(The candidate is competent if s/he gets at least 50 %.)</i></p>			
<p><b>Feedback from the candidate:</b></p>			
<p><b>Feedback to the candidate:</b></p>			
<p><b>Candidate's signature</b></p> <p>.....</p>		<p><b>Date</b></p> <p>.....</p>	
<p><b>Assessor's Signature</b></p> <p>.....</p>		<p><b>Date</b></p> <p>.....</p>	