



# Marketing Manager Proposal

For:

**Pearl Izumi**

620 Compton Street • Broomfield, CO 80020

From:

**Peter A. Kramer**

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## Proposal

This proposal will provide a vision for the position of Marketing Manager. My continuing objective will be to parallel Pearl Izumi's corporate mission and vision.

My strong classical marketing background, creative instincts, and proven record will be a successful fusion to your performance apparel and footwear objectives! Having enjoyed your products for years, it would be a true pleasure to be a part of the Pearl Izumi team!

## Position Objectives

To develop, implement, and maintain marketing and sales programs that contribute to Pearl Izumi's growth and profit objectives. To strengthen brand positioning, equity, distribution, revenue, competitiveness, and profitability. To innovate, to create, to become the brand champion.

The following key product areas will be managed to the highest standards and addressed in greater detail within this proposal:

- Pricing
- Distribution
- Financial
- Promotion
- Planning
- Sales / Customer / Retail Support
- Product
- Analysis
- Communication

## **Marketing Action Plan:**

### **Review • Assess • Prioritize • Recommend • Action • Ownership • Management**

A job offer from Pearl Izumi and my subsequent acceptance will initiate the 7-point process listed above. I will engage in the following activities in order to provide a direct relationship between my employment and profitable brand development. This Job Proposal is intended to highlight major job areas and is not inclusive of all that I will bring to Pearl Izumi. Naturally, my duties will adhere to your specific Job Description.

#### **Pricing**

- Monitor and understand competitive pricing and recommend pricing actions that improve competitiveness while maintaining the brand strategy, profitability, and sales growth.
- Maintain the product price list(s) and communicate changes to internal and external customers (company personnel and sales force).

#### **Promotion**

- Create and execute consumer and / or trade programs to achieve marketing plan objectives. This process will be managed appropriately via planning and EBIT analysis. Liaison with promotion agency if applicable.
- The development, production, and distribution of promotional materials will be effectively managed.

#### **Product**

- Assess how the product (packaging appeal, quality, etc.) compares to the competition and make recommendations as necessary. All packaging related projects will be managed effectively including photo shoots, etc. Legal and regulatory compliance will be verified.
- Monitor the marketplace for new products and competitive threats and make recommendations as necessary. New product development and launches will be administered to provide maximum results.
- Internal product issues will be managed effectively (packaging, quality, and production).

#### **Distribution**

- Channels of distribution will be analyzed for growth, development, or entry.
- Marketing / product / promotion training will be provided to channel managers (brokers, sales managers, sales representatives, etc.).

### **Planning**

- Develop annual marketing plans including strategies and tactics.
- Utilize business reviews, new item forecasts, and market research projects.
- Coordinate trade show communications.
- Plan market and customer visits to achieve strategic category goals.

### **Analysis**

- Interpret, quantify, simplify, and disperse market research or syndicated data.
- Analyze and quantify new business opportunities.
- Identify customer shortfalls, and brand sales performance vs. targeted budgets / forecasts.

### **Financial**

- Analyze brand profit and loss statements; make recommendations as necessary.
- Develop and manage annual marketing budget.
- Meet and exceed annual volume and EBIT targets.

### **Sales / Customer / Retail Support**

- Provide fact based selling materials and presentations for key account and new business opportunities. Attend sales calls with field personnel where appropriate.
- Liaison with brokers, distributors, and wholesalers as necessary.
- Provide product samples, product information, and price lists to sales force.
- Recommend Account Specific Marketing strategies where appropriate.

### **Communication**

- Manage internal and external brand communications.
- Liaison with promotion agency, PR agency, data suppliers, and other outside vendors.
- Clearly communicate both in written and oral format within and outside of the marketing department.

### **Impact:**

I will bring to the Pearl Izumi team an achievement-based philosophy and a sense of drive in addition to marketing aptitude and expertise. It is my goal and aspiration to increase the market share for Pearl Izumi by employing successful marketing strategies that have been proven to be effective.