



Product Line Marketing Profitability

MBM6
Chapter 2

FINANCE MANAGER'S PRESENTATION OF PRODUCT LINE PROFITABILITY

| Santa Fe Sportswear Performance (millions) | Khaki Pants | Wind Breakers | Classic Polo | Casual Shorts | Knitted Sweaters | Company Total |
|--|-------------|---------------|--------------|---------------|------------------|---------------|
| Sales Revenues | \$60.0 | \$25.0 | \$15.0 | \$10.0 | \$15.0 | \$125.0 |
| Cost of Goods Sold | \$36.0 | \$15.0 | \$7.5 | \$7.5 | \$10.5 | \$76.5 |
| Gross Profit | \$24.0 | \$10.0 | \$7.5 | \$2.5 | \$4.5 | \$48.5 |
| Operating Expenses | \$18.5 | \$8.0 | \$4.0 | \$3.5 | \$4.5 | \$38.5 |
| Net Profit (before taxes) | \$5.5 | \$2.0 | \$3.5 | -\$1.0 | \$0.0 | \$10.0 |

MARKETING MANAGER'S PRESENTATION OF PRODUCT LINE PROFITABILITY

| Santa Fe Sportswear Performance (millions) | Khaki Pants | Wind Breakers | Classic Polo | Casual Shorts | Knitted Sweaters | Company Total |
|--|---------------|---------------|--------------|---------------|------------------|---------------|
| Sales Revenues | \$60.0 | \$25.0 | \$15.0 | \$10.0 | \$15.0 | \$125.0 |
| Percent Margin | 40.0% | 40.0% | 50.0% | 25.0% | 30.0% | 38.8% |
| Gross Profit | \$24.0 | \$10.0 | \$7.5 | \$2.5 | \$4.5 | \$48.5 |
| Marketing & Sales Expenses | \$8.5 | \$4.0 | \$2.0 | \$1.5 | \$2.5 | \$18.5 |
| Net Marketing Contribution | \$15.5 | \$6.0 | \$5.5 | \$1.0 | \$2.0 | \$30.0 |
| Other Operating Expenses | \$10.0 | \$4.0 | \$2.0 | \$2.0 | \$2.0 | \$20.0 |
| Net Profit (before taxes) | \$5.5 | \$2.0 | \$3.5 | -\$1.0 | \$0.0 | \$10.0 |

Adding Net Marketing Contribution to this product financial statement allows marketing and product managers to better manage and communicate product line marketing profits.

Managing Marketing Profitability

Lothar Theodor Konopak



Managing Marketing Profitability:

Managing Marketing Profitability Sanford R. Simon, 1969 Sales Force Management Mark W. Johnston, Greg W. Marshall, 2013-05-02 In this latest edition of Sales Force Management Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill Ford and Walker solidifying the book's position globally as the leading textbook in the field. It's a contemporary classic fully updated for modern sales management practice. Including the Churchill Ford and Walker approach, the new edition also features a strong focus on leadership, technology, innovation, ethics, and global business. New material integrated throughout the book on multifaceted sales communication approaches, leadership, and the relationship between the marketing and sales functions. Continued partnership with HR Chally, a global sales consultancy that supplies cutting-edge data for each chapter, allowing students to benefit from understanding and working with real-world applications of current sales force challenges. Enhanced learning features such as short and long cases to stimulate discussion, leadership challenges to assess students' ability to make decisions, role plays to allow students to learn by doing, and more. Further resources for instructors and students are available at www.routledge.com/cw/johnston 9780415534628

Managing Customers for Profit V. Kumar, 2008-01-10 This is a milestone book in marketing. Most companies claim they are focused on customers, but even those who are probably do not take a scientific approach to customer management. Professor V. Kumar is the acknowledged expert on the science of customer management. This important book raises all the key questions in managing customers, provides the analytical tools for optimization, and illustrates these tools with a number of company examples. Philip Kotler, S. C. Johnson, Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University. Delivering lasting client value is at the heart of profitable businesses today. Managing Customers for Profit provides a compelling, empirically tested approach to significantly enhance traditional customer relationship management initiatives. I highly recommend this book to all those interested in cultivating lasting, profitable growth relationships with current and future clients. Tim Bohling, Vice President, Market Intelligence, IBM Americas. Executives are too often guided by backward-looking, short-term metrics. This book shows how a focus on Customer Lifetime Value (CLV) can change management toward long-term results by providing a fresh perspective on customer targeting, retention, and loyalty. Highly recommended! It shows you the way toward strategic customer thinking. Dave Aaker, Vice Chairman, Prophet, Author of Brand Portfolio Strategy. This book shows you how. Leading marketing expert V. Kumar shows how to use Customer Lifetime Value (CLV) to target customers with higher profit potential, manage and reward existing customers based on their profitability, and invest in high-profit customers to prevent attrition and ensure future profitability. Kumar introduces customer-centric approaches to allocating marketing resources for maximum effectiveness, pitching the right products to the right customers at the right time, determining when a customer is likely to leave, and whether to intervene. Managing multichannel shopping, even calculating a customer's referral value. Drawing on his extensive experience

consulting with world class marketing organizations Kumar illuminates the challenges of transitioning from a product centric to a customer centric approach and presents proven solutions Simply put this book s techniques offer marketing executives a complete framework for linking their investments to business value and maximizing the lifetime value of every single customer Foreword xiii Preface xv Acknowledgments xviii About the Author xix Chapter 1 Introduction 1 Chapter 2 Maximizing Profitability 11 Chapter 3 Customer Selection Metrics 29 Chapter 4 Managing Customer Profitability 59 Chapter 5 Maximizing Customer Profitability 75 Chapter 6 Managing Loyalty and Profitability Simultaneously 93 Chapter 7 Optimal Allocation of Resources across Marketing and Communication Strategies 113 Chapter 8 Pitching the Right Product to the Right Customer at the Right Time 127 Chapter 9 Preventing Attrition of Customers 143 Chapter 10 Managing Multichannel Shoppers 163 Chapter 11 Linking Investments in Branding to Customer Profitability 187 Chapter 12 Acquiring Profitable Customers 205 Chapter 13 Managing Customer Referral Behavior 223 Chapter 14 Organizational and Implementation Challenges 249 Chapter 15 The Future of Customer Management 267 Index 283

Market-based Management Roger J. Best, 2013 For courses in marketing management or marketing strategy A focus on how marketing performance profitability and strategies affect profit Measuring performance and profitability in marketing is becoming more and more important in the business world Best focuses on marketing performance and profitability and the role marketing strategies play in building the profits of a business This edition further builds on the metrics and analytics focus while incorporating the rise of technology in marketing

Managing Customers Profitably Lynette Ryals, 2009-01-22 This book is a response to a need in the market place in the fast growing field of customer profitability analysis and the profitable management of customer relationships It combines innovative approaches to calculating the value of customers with the management strategies necessary to make and keep customers profitable It includes easy to follow instructions on how to calculate customer profitability including worked examples non technical and discusses strategies and their applications for organizations to manage customers profitably Based on cases and feedback from the KAM Club and other research there will be many business to business as well as business to consumer examples The book assumes some level of numeracy in its readership The contents include Assessing product costs costs to serve and how these can be estimated and how to deal with customer specific overhead costs It discusses the uses and limitations of the use of customer profitability analysis and illustrates how to calculate customer lifetime value using two methods one with actual numbers and one which estimates relative customer lifetime value Provides an innovative approach to calculating the lifetime value of a customer by taking risk into account Demonstrates how to recognise and value the relationship benefits of customers such as word of mouth Brings into discussion the idea that how customers are managed links to their profitability Describes how financial portfolio analysis and theory apply to marketing and how their application to marketing relates to the optimisation of marketing spend

Scientific Marketing Management, Its Principles and Methods Percival White, 1927 *Pricing and Profitability*

Management Julie Meehan, Mike Simonetto, Larry Montan, Chris Goodin, 2011-06-28 The practical guide to using pricing and profitability management to build a better business A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability Pricing and Profitability Management explains how to determine the right approach tools and techniques for each of six key categories pricing strategy price execution advanced analytics and optimization organizational alignment and governance pricing technology and data management and tax and regulatory effectiveness Exploring each category in detail the book addresses how an integrated approach to pricing improvement can give a sustainable competitive advantage to any organization The ultimate how to manual for any executive or manager interested in price management the book presents a holistic comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single pronged approach Presents a comprehensive framework for more effectively managing pricing and profitability Identifies the six key categories of pricing and profitability management Shows you how to gain a competitive edge by managing pricing and profitability Taking a comprehensive view of pricing companies can position themselves to tap a vast source of shareholder value the ability to set and enforce profitable prices not just once but again and again in response to marketplace changes and evolving business needs and this book will show you how **Farm management and farm profits on irrigated land in the Provo area, Utah Lake Valley** Louis George Connor, 1918

Managing Marketing Linkages Frank V. Cespedes, 1996 Comprised of an introductory chapter four readings and twelve diverse case studies *Managing Marketing Linkages* by Frank V Cespedes explains how external market factors and internal organizational linkages can be developed to maintain profitable customer relationships **Bulletin of the Society to Promote the Science of Management** Society to Promote the Science of Management, Taylor Society, 1921

Management Factors that Influence Farm Profits in Southwest Illinois Frederick Charles Bauer, Harold Hanson Mitchell, John William Lloyd, Laurence Joseph Norton, Martin John Prucha, Paul Evans Johnston, R. H. Wilcox, Robert Watt Stark, Rossleene Merle Arnold Hetler, Ruth Crawford Freeman, Clara May Rocke Meyer, Harrison August Ruehe, Kenneth Hayes Myers, Mary Attie Souder, Russell Groves Trummel, Tom Sherman Hamilton, Chorus William Crickman, Dorothy Lillian Hussemann, James Marshall Brannon, Leslie Ellsworth Card, 1930 Profitable Care and Management of Poultry Cyphers Incubator Company, 1903 *Credit and Financial Management*, 1923 *Buildings and Building Management*, 1928 Vols for 1933 42 include an annual directory number for 1959 an annual roster of realtors *Market Growers Journal*, 1926

Cost Accounting Fundamentals from the Standpoint of Management Lothar Theodor Konopak, 1924 Sales Executives' Series American Management Association, 1928 **Public Service Management**, 1921 **American Management Review**, 1923 *Sales Management*, 1930

Unveiling the Energy of Verbal Artistry: An Emotional Sojourn through **Managing Marketing Profitability**

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