

MARKETING Club 165th

165th Marketing Club
121st Business Club
35th Cairo Club

Factory-Sales Coordination & Marketing Goals

تنسيق اهداف المصنع المبيعات و التسويق



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR



LIVE WEBINAR

JOIN FREE

Date

26-11
2024
Tuesday

9 pm



10 pm



11 pm



Place

Online
Zoom



Instructor
Dr. Ahmed Raafat
Plant Manager Consultant



Dr. Ahmed Mohamed Raafat

Education:

- B.Sc. of Pharmacy, Faculty of Pharmacy, Alex. University, Good, May 2000.
- M.B.A. from AASTM, GPA = 3.6, Jan. 2005.
- Operations Management Diploma, Knowledge Institute, Jan. 2010.

Experience:

- 09/2024 – Now: Co-founder & Host of the International Factories Club
- 02/2018 – Now: Plant Manager & Pharma Consultant
- 04/2016 – 02/2018: Project Manager SAJA Pharmaceutical
- 09/2009 – 03/2016: Production Manager ADWIA Pharmaceuticals
- 04/2005 – 08/2009: RD Section Head ADWIA Pharmaceutical
- 04/2004 – 03/2005: Sterile Area Section Head Arab Caps
- 02/2002 – 03/2004: Production Section Head EEPI (Pharco group)

International



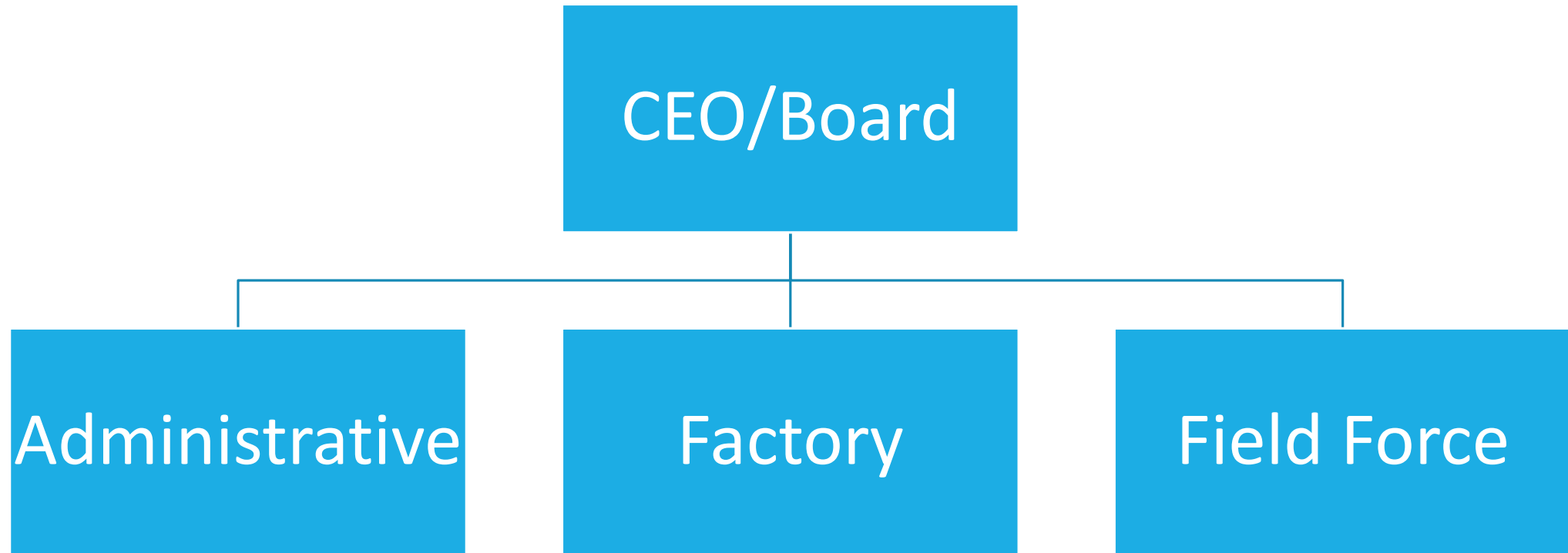
Marketing Club

Sharpen Your Skills

FACTORY-SALES COORDINATION & MARKETING GOALS

BY: DR. AHMED MOHAMED RAAFAT

ORGANIZATIONAL ORGANOGRAM



Corporate Level

CEO/Board

Business Level

Factory Manager

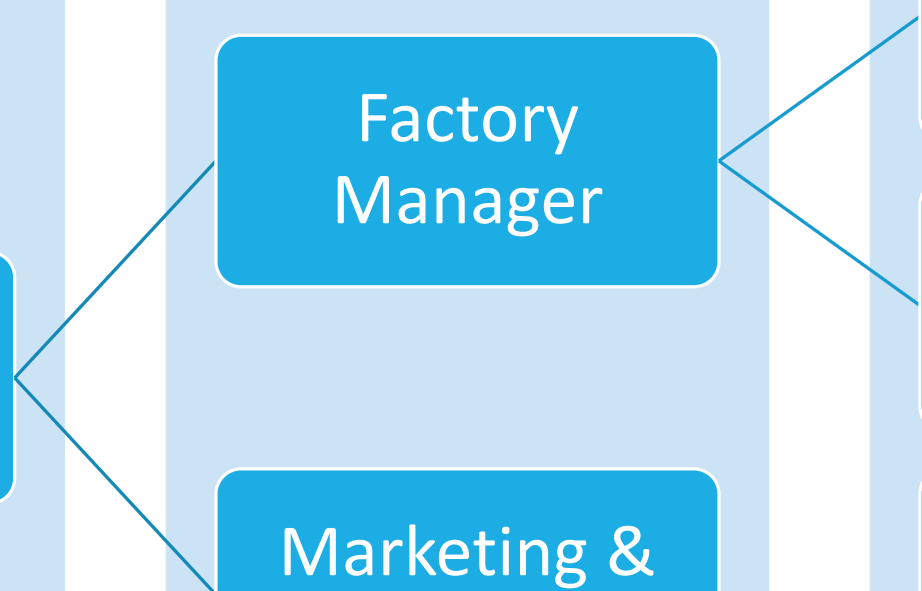
Marketing & Sales Managers

Functional Level

Operational Manager

Technical Manager

Field Force



GOALS vs. OBJECTIVES vs. KPIS

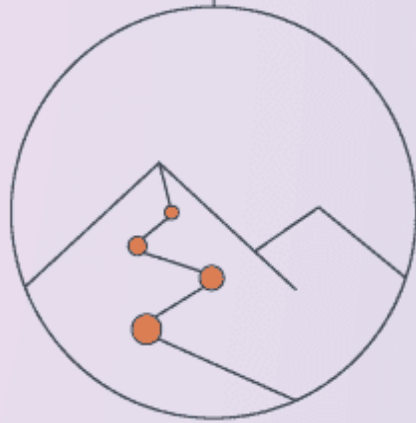
Marketing goals (Strategies) are Top-level broad goals. So, goals are the broad aims used to shape your strategy. They describe how your marketing will contribute to the business in key areas of growing sales, communicating with your customers and saving money.

Marketing Objectives. Specific SMART objectives to give clear direction and commercial targets. Objectives are the SMART targets for marketing which can be used to track performance against target.

Marketing KPIs. Key performance indicators (KPIs) are used to check you are on track.) KPIs are specific metrics which are used to track performance to make sure you are on track to meet specific objectives. They are sometimes known as performance drivers or critical success factors for this reason.



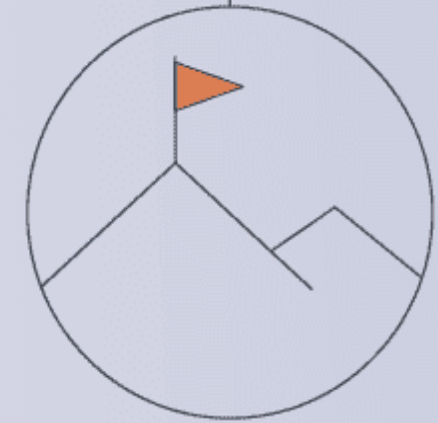
Marketing Objective



“Increase the share of voice by 20% by the end of Q3”

— vs —

Marketing Goal



“Be seen as a leader in the industry”

Shop Talk

Sales vs Production

Solving the Shop Tug of War



BENIFITS

- **Improved Forecast Accuracy:** Collaborative forecasting leads to more accurate predictions of customer demand, reducing the risk of stock-outs and overstock situations.
- **Enhanced Efficiency:** Streamlined processes and improved coordination result in a more efficient supply chain, reducing lead times and operational costs.
- **Cost Reduction:** Optimized inventory levels and improved order fulfillment contribute to cost savings by minimizing carrying costs and other inefficiencies.



BENIFITS

- **Better Customer Service:** Meeting customer expectations becomes more achievable as CPFR aligns supply chain activities with actual demand, improving overall customer satisfaction.
- **Risk Mitigation:** By sharing information and coordinating plans, this enables better risk management, allowing partners to respond effectively to market changes and disruptions.



CHALLENGES

- **Data Sharing Concerns:** Some departments may be hesitant to share sensitive business information. Building trust and ensuring transparency are crucial in overcoming this challenge.
- **Integration Complexity:** Integrating IT systems across multiple organizations can be technically challenging and may require significant investment.
- **Cultural and Organizational Barriers:** The shift toward collaborative planning often faces resistance. Overcoming cultural and organizational barriers requires a commitment to change management.
- **Synchronization Difficulties:** Achieving synchronization across partners with varying priorities and timelines can be complex but is essential for success.



KEY ELEMENTS

Trust and transparency

01

Growth mindset

02

Customer-centricity

03

Teamwork and
collaboration

04

Forbes Capital



STRATEGIES FOR EFFECTIVE COMMUNICATION



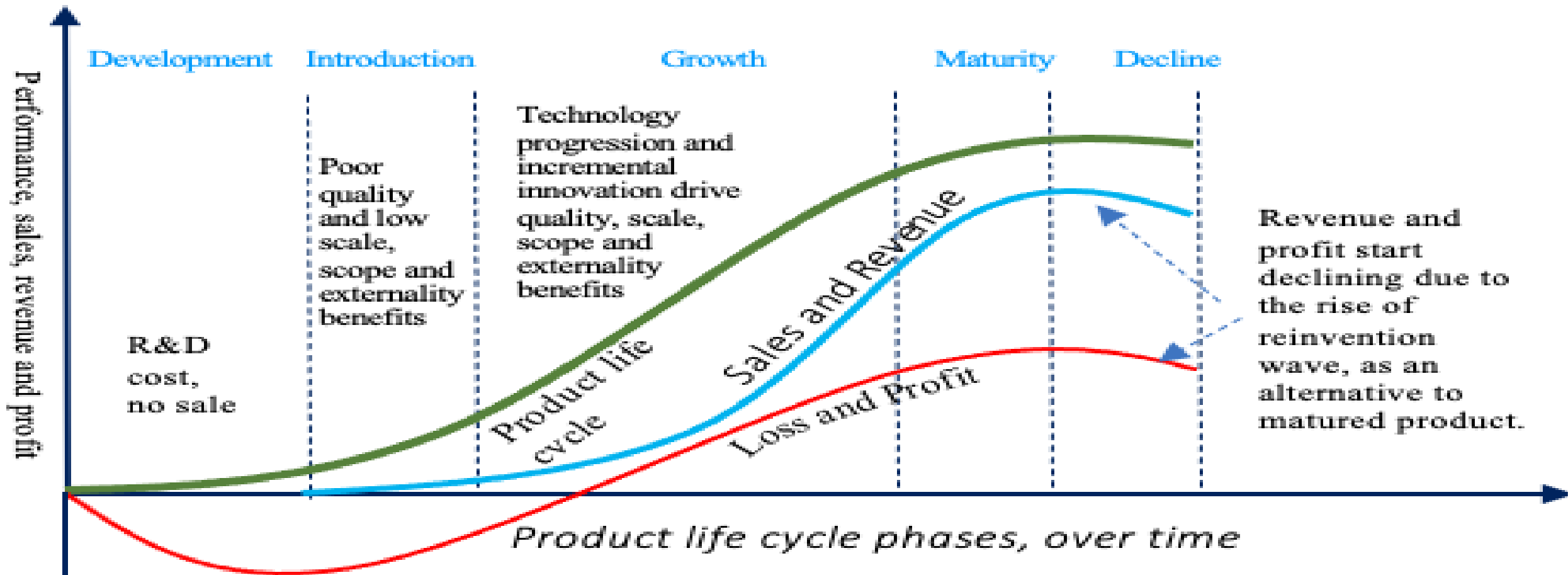


Sales & Operations Planning 4-Step Process



Product Life Cycle





Product life cycle management: relationship PLM, SCM, CRM

