



## Book Review 'Write and Implement Marketing Plan' (Malay Version)

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### Book Review

Written by Richard F. Gerson, this book has a unique format, step up to encourage the reader directly. Written to be read with a pencil, there are a lot of exercises, activities, assessments and case studies that require involvement. This book is not like most other books. This book can be used effectively in a number of ways. The first is through reading individually. Because this book is a self-education book, you just need a quiet place, a little time and a pencil. Completing the activities and exercises in this book not only provides valuable feedback, but also practical ideas to promote you. The second is through workshops and seminars. This book is suitable for reading in advance of a workshop or seminar. With the knowledge base through the use of this book, the quality of participation could be increased. Hence more time can be used for the development and use of the concept during the program. This book is also very useful if distributed at the start of the session. Third through remote training locations. Copies can be sent to the participants who were unable to attend training sessions at the training center. Fourth is an informal study group. With such a format, simplicity and low price, this book is suitable for use by other informal groups.

There are some other ways to use this book, depending on the objectives of the readers. Sure thing, even after reading this book remains a good reference material, easily repeatable read. This book is very useful for small business owners and service providers. This book is the source material for individuals who understand the importance of marketing plans and needs revision planning a permanent basis. No business was conducted without proper business planning and marketing. The book is divided into three parts. The first section covers briefly the elements of a business plan by providing an outline of the planning table and its contents as well as a brief introduction to each section. The second part focuses on the basics of writing a good business plan. The third part of the book covers a variety of methods to carry out the plan.

Do not be too hasty to read this book. Read with caution and pay attention. Think of what you do to promote your company. Don't you want to compete at a higher level and achieve the same results as the big investment business? Do you want to attract, sustain new customers and increase market share without having to spend large sums of money? This book will show you the way to you, and more. Your success in any kind of business is almost guaranteed if you know who you are, what the customer wants, your goals, how you reach your goals, and what you will do when you get to your goal. The best way to achieve this objective is to plan in advance before you start writing a marketing plan. Previous planning stage requires you first to write a mission statement. The mission statement is clear to everyone who you are and what you will do. How to write a mission statement? It's actually very simple. Think how you would answer a question someone asked you to describe your business. The answer can be your mission statement. The mission statement can also be in the form of a goal or purpose, which is something you want to accomplish in your business and you will earn.

It is best if the business plan prepared before you set up your marketing plan. This is because the marketing plan is the result of the analysis of marketing in a business plan. The content of the business plan shown is outline in this book. Executive summary briefly describes the entire business plan. The length of this summary should have been three or four pages and is usually written after the plan was completed. Marketing analysis section of the marketing plan to use most of the information contained in the same part of the business plan. Market research is important for the success of any business. This research does not require a lot of expenses. Most of the information are easy or free available. The popular market research types including studies, questionnaires and interview. The success of your business depends on your knowledge of your company in detail. Use the chart SWOT analysis to identify strengths, weaknesses, opportunities and threats to your business.