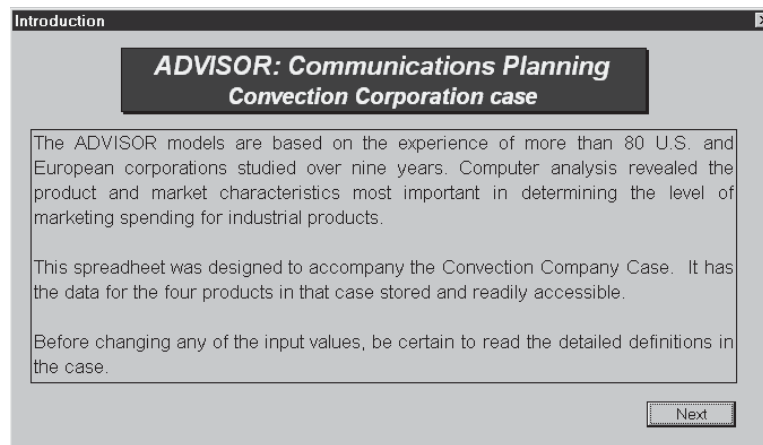


# 17. TUTORIAL FOR ADVISOR: COMMUNICATIONS PLANNING (advisor.xls)

## CASE: CONVECTION CORPORATION, P. 343

The Advisor models offer descriptive information on the product and marketing characteristics that are most important in determining the level of marketing spending for industrial products. While the Advisor Excel spreadsheet is designed to accompany the Convection Company Case, it is more general and can provide budgeting guidelines for marketing other products as well.

On the **Model** menu, select **ADVISOR: Communications Planning** to see the **Introduction** screen.



Click **Next** to get to the **Main Menu**. This is the **Main Menu** with no data (Empty Product).

**Main Menu** Product: **Empty Product**

Life Cycle:  
 Intro.  Growth  Mature  Decline

Last Yr Sls (\$ Million) \$

Sales to Order (vs std) (0-100)

Sls 3 Larg Cust (0-100) %

# of Customers

Plan Objectives (select 3 max.)

Inc Share  Utilize Capacity  
 Maint Share  Dist Channels  
 Lv Market  Support Price  
 Improve Image  Decrease Costs  
 Retail/Comp Act  Increase Quality

Prod Category (1-9)

Machinery & Equip.  Salvage good  
 Mat'l :nonChemical  Chemical  
 Mat'l: Fabricated  Service  
 Component Part  Other  
 Partially Processed Mat'l

Sales Direct (0-100) %

Tech Serv Import (1-7)

Purch Decision: (total=100) %

Routine

Some Review

Close Analysis

Purch Freq:(total=100) %

> 1 Week  Yearly

1/Week-1/M  2-9 Yr

Bimonth-2/Yr  10 Yr+

Pers Sell (\$ x1000) \$

Tech Serv (\$ x1000) \$

Ad (\$ x1000) \$

Analysis Help Cancel Quit

Data Set Maintenance Area

Built-In  User Defined

Save As Delete Empty Product

Select the **Built In** option in the Data Set Maintenance Area to view the data for the Convection Company case. Click the arrow to the right to select the different products pertaining to this case.

**Main Menu** Product: **Ceratom**

Life Cycle:  
 Intro.  Growth  Mature  Decline

Last Yr Sls (\$ Million) \$

Sales to Order (vs std) (0-100)

Sls 3 Larg Cust (0-100) %

# of Customers

Plan Objectives (select 3 max.)

Inc Share  Utilize Capacity  
 Maint Share  Dist Channels  
 Lv Market  Support Price  
 Improve Image  Decrease Costs  
 Retail/Comp Act  Increase Quality

Prod Category (1-9)

Machinery & Equip.  Salvage good  
 Mat'l :nonChemical  Chemical  
 Mat'l: Fabricated  Service  
 Component Part  Other  
 Partially Processed Mat'l

Sales Direct (0-100) %

Tech Serv Import (1-7)

Purch Decision: (total=100) %

Routine

Some Review

Close Analysis

Purch Freq:(total=100) %

> 1 Week  Yearly

1/Week-1/M  2-9 Yr

Bimonth-2/Yr  10 Yr+

Pers Sell (\$ x1000) \$

Tech Serv (\$ x1000) \$

Ad (\$ x1000) \$

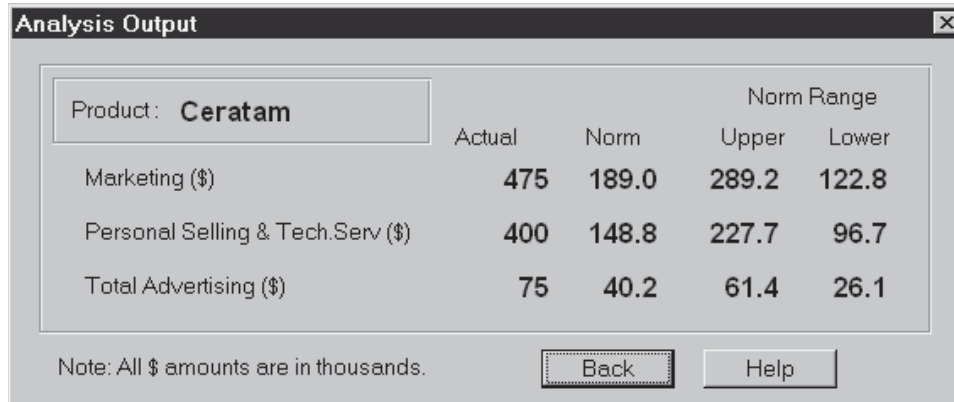
Analysis Help Empty Product

Data Set Maintenance Area

Built-In  User Defined

Save As Delete Ceratom

Once you have selected a case, click **Analysis** to get the following par report. A par report compares your budgeting practices with the norm, that is, the practices of other companies with similar products.



The image shows a dialog box titled "Analysis Output" with a close button (X) in the top right corner. Inside the dialog, there is a table with the following data:

Product: <b>Ceratam</b>	Actual	Norm	Norm Range	
			Upper	Lower
Marketing (\$)	<b>475</b>	<b>189.0</b>	<b>289.2</b>	<b>122.8</b>
Personal Selling & Tech.Serv (\$)	<b>400</b>	<b>148.8</b>	<b>227.7</b>	<b>96.7</b>
Total Advertising (\$)	<b>75</b>	<b>40.2</b>	<b>61.4</b>	<b>26.1</b>

Below the table, there is a note: "Note: All \$ amounts are in thousands." At the bottom of the dialog, there are two buttons: "Back" and "Help".

Click **Back** to go to the **Main Menu** dialog that contains the product data. You can then change input data and redo the analysis. Click **Save As** in the **Main Menu** to save your new data set as a **User Defined** product.