

A Business Planning & Review Manual, covering Management Strategy, Control, Systems & Reports for entire Sales & Marketing Function.

STRATEGIC MARKETING MIS

**TOTAL SALES & MARKETING CONTROLS,
SYSTEMS & REPORTS (MIS) MANUAL**

SMKM HELPS IN

- ✓ SM Alignment with Strategy
- ✓ SM Cost Management
- ✓ Peak SM Performance
- ✓ Dynamic Organization
- ✓ Knowledge Edge
- ✓ Revenue Maximization
- ✓ Efficient SM Systems & Processes
- ✓ Fraud & Mistake Prevention
- ✓ Business Integration
- ✓ SM Automation

The success of any organization depends upon its Macro Strategy along with execution and effective review system. Most of failures of organizations can be linked to poor planning or ineffective review systems.

Strategy International is pioneer in developing Innovative solutions based on natural laws to complex problems of individuals as well as organizations. Its pioneer program of CSM (Core Strategy Manifestation) assists to develop right strategies to unleash a spiral of growth and success in harmony with society and environment. Strategy International assists organizations in formulating effective **Strategy, Systems & MIS for entire organization and its functions such as Marketing, Finance, HRD, Supply Chain and Operations.**

Most of Information Systems (MIS), suffer from following limitations:

- Too much Information which may not be needed.
- Critical Information not segregated from Non Critical
- Macro Environment Factors Information Missing
- Non Tangible Information Missing
- Information from too many business review tools & methods

Strategic Marketing MIS (SMKM) is a Business Planning , Systems & MIS System for vital function of Sales & Marketing.

The main features of program are :

- ✓ Covers Strategy, Systems , Controls & MIS for all aspects of Sales & Marketing function
- ✓ Aligns Macro Strategy of business with functional MIS.
- ✓ Cover both Micro and Macro MIS.
- ✓ Cover both Tangible & Intangible factors
- ✓ Integrates MIS with Audit , Budgets & other Business Management tools.

SMKM Benefits : Strategic Marketing MIS aims to develop dynamic & flexible information systems for Finance & Accounts function which can ensure. SM Alignment with Strategy; Revenue Maximization; SM Cost Management; Efficient SM Systems & Processes; Peak SM Performance; Fraud & Mistake Prevention; Dynamic Organization; Business Integration; Knowledge Edge; SM Automation. It identifies and critical goals and bottlenecks of S&M function and measures improvements in solving them.

Thanking You
For Strategy International



Rohit Nagar
(Business Head)

SMTM Features

Extensive Coverage: Covers Strategy, Systems, Controls & MIS for all aspects of Finance & Accounts function. Coverage can be broadly classified in Three Parts - Strategic Marketing MIS, S&M Process & Controls & Cost Management.

Alignment with Corporate Strategy: Aligns S&M with Goals, Plans and bottlenecks of business.

Tangible & Intangible MIS: Cover both Tangible & Intangible MIS for S&M function.

Easy Implementation: Framework for Implementation provided along with MIS formats and Clear steps to be taken to implement Strategic Marketing MIS framework.

Macro & Micro MIS: Cover both Micro and Macro MIS for Sales & Marketing function.

Control Tools Integration: Integrates S&M MIS with Budgets, Standards, Audits, Costing & other Business Management tools.

About Author

CMA Vivek Garg is a Management Professional with decades of corporate experience at different levels including that of CFO, CHRO & CMO. He is a qualified Management Accountant (CMA) with merit and all India Rank. Vivek is a Strategist, Author and Trainer. He is a specialist in developing Strategy, Systems & MIS for entire organization. Vivek has developed CSM Natural Law Strategy Program which is a unique program to develop correct strategies for Individuals, Organizations and Societies to unleash a spiral of growth and peak success in harmony with society and environment.

Strategic MIS (SMIS) is another product developed by Vivek. SMIS is a Business Planning & Review Framework, aligning Core Strategy of organization with Corporate MIS and covering all business functions. SMIS helps in Strategic Planning, Dynamic Review, Efficient Systems & Processes, Cost Management, HR Optimization, Dynamic Marketing, Financial Prudence, Fraud & Mistake Prevention, Risk Management & Profit Maximization.

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STRATEGIC MARKETING MIS SCOPE

- ✓ SMKM Introduction
- ✓ Setting Core Strategy of Organization
- ✓ Critical Factors Identification
- ✓ Tangible and Intangible MIS
- ✓ Macro Environment MIS
- ✓ MIS linkage with Strategy
- ✓ MIS linkage with Audit
- ✓ MIS linkage with Budgeting
- ✓ MIS linkage with Costing

SMKM IMPLEMENTATION

- ✓ SMKM Organization
- ✓ SMKM Process Automation
- ✓ Integration with ERP
- ✓ SMKM Implementation Steps
- ✓ SMKM Daily MIS
- ✓ SMKM Weekly MIS
- ✓ SMKM Monthly MIS
- ✓ SMKM Quarterly MIS
- ✓ SMKM Yearly MIS

SYSTEMS & CONTROLS

- ✓ Systems Manual
- ✓ Checks & Balances System
- ✓ Authorization Levels System
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- ✓ Creativity Management MIS
- ✓ Trade Secrets Protection MIS

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- ✓ Sales & Marketing Objectives MIS
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- ✓ Brand Management MIS
- ✓ Market Size Report
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- ✓ Customer Relationship MIS
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- ✓ Display Marketing MIS
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- ✓ Mobile Marketing MIS
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- ✓ Internet Advertising MIS
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- ✓ Depot Management MIS
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- ✓ Sales Time & Cost Standards MIS

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- ✓ Earnest Money / Security Deposit Report
- ✓ Payment Deposit Float MIS
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- ✓ Employees Sales MIS
- ✓ Counter Sales MIS
- ✓ Forward Sales MIS
- ✓ Hire Purchase MIS

Cost Plan

Cost of Strategic Marketing MIS (SMTM) is
Rs **1375/-**
One Thousand Three Hundred Seventy Five Only).

How to Order

1. Cheque or Demand Draft favouring "Strategy International".
2. Transfer Payment through RTGS / NEFT / UPI to HDFC Bank Account of Strategy International Account number 50200006714871. RTGS / NEFT IFSC Code: HDFC0000563

PRODUCT BROCHURES

Please Download Complete Catalog or Brochures for Specific products from links given below :

✓ COMPLETE CATALOG

- ✓ Strategic MIS (in Seven Volumes)
- ✓ Strategic Human Resource MIS
- ✓ Strategic Financial MIS
- ✓ Strategic Marketing MIS
- ✓ Strategic Material MIS
- ✓ CSM Career & Life Management
- ✓ CSM Strategy & MIS Journal
- ✓ Industry Specific MIS Manuals
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