

STANDARD TASK ANALYSIS FORM

6/1/2011

Duty/Task: A-2 Develop marketing plan									
STEPS (Required to Perform the Task)	PERFORMANCE STANDARDS (Observable & Measurable Criteria)	TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)	REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)	SAFETY (Concerns)	WORKER BEHAVIORS (Important to Worker Success)	DECISIONS (Identify Decisions that Must be Made by the Worker)	CUES (Identify the Data Needed for Making Correct Decisions)	ERRORS (Indicate What May Result if Incorrect Decisions are Made)	
1 Review a completed example of a marketing plan and define the important elements of a marketing plan	1 Reviewed an example and was able to identify the main components of a marketing plan and how they integrate and how the example applied to the individual's business/industry.	1 Computer with internet access, colleague with marketing plan expertise, sample marketing plan	1 Research skills, basic math skills, business knowledge, analytical skills, basic marketing knowledge, communication skills, interpersonal skills	1 N/A	1 Creative, visionary, discerning	1 What is relevant in this example to my situation? Where else might I look for relevant examples? Where will I find a competent expert to help me understand and develop a marketing plan?	1 Sections of the example related to a similar business, respected organizations and individuals within the industry, feedback from experts you consulted	1 Won't be able to accomplish defined marketing goals, may not be able to get funding	
2 Identify customers and target market	2 Clarified who are the customers and the target market for the business	2 Research database for market research, community or partner resources to understand customers (Chamber of Commerce, Farmer's Market, Manager, health club or business drop point)	2 Research skills, communication skills, analytical skills, knowledge of key contacts for customer information	2 N/A	2 Focused, knowledgeable, perceptive, analytical	2 Who are my customers? Where can they be reached? What is our target market area? How have I determined what my target market is?	2 Market research, desired scope for the business	2 Will waste time and money marketing to the wrong people at the wrong time at the wrong place	
3 Identify products/services and their attributes, pricing and packaging	3 Identified products, supply, services and the complete experiences and non-tangible attributes that customers value, determined packaging and pricing	3 Product/pricing list from other CSAs (to determine product mix, price and any value added services), list of packaging providers, respected colleague, customer research reports	3 Business knowledge, analytical skills, knowledge of CSA business management practices and customer preferences	3 N/A	3 Creative, knowledgeable, analytical, perceptive	3 What products and services will I offer throughout the season? Are there other attributes that I'm not seeing? Is my pricing in line with my goals and objectives? Is my pricing competitive? Does my packaging enhance my product?	3 Competitive analysis, customer comments, sales results, customer referrals	3 Business won't be successful	
4 Identify places of distribution and marketing environment	4 Identified local distribution points, distribution logistics, competitors and marketing environment that affected your ability to offer customer convenience	4 Respected colleague, potential partners, Yellow Pages, computer with internet connection, CSA educational resources and research reports	4 Analytical skills, knowledge of distribution logistics (getting product from point A to point B without damage or excessive costs), knowledge of industry, community and competitors	4 N/A	4 Analytical, knowledgeable, perceptive	4 Where should I distribute my products? Who are my competitors? Is there anything going on in my community that would impact my marketing? Are there logistical concerns?	4 Competitive analysis, customer comments, sales results, customer referrals	4 Business won't be successful, competitors will gain larger market share, distributions costs will be higher than budget	
5 Develop promotional strategies based on brand	5 Developed brand and logo that was used to position the business in the market, used that brand and customer relationships to develop marketing strategies and tactics	5 List of resources and service providers who can assist with promotional development, food marketing educational resources	5 General marketing knowledge, knowledge of brands/logos, knowledge of marketing strategies, knowledge of food marketing, computer skills	5 N/A	5 Creative, knowledgeable, visionary	5 How am I going to communicate with my customers? How will they communicate with me? How will they communicate with each other? What are my promotional activities?	5 Market research, customer comments	5 Customers won't make the connection, relationships won't be developed, business will fail	
6 Develop marketing processes, budget and how they integrate into the marketing plan and office functions	6 Developed a marketing budget (sales projections and marketing expenses) and calendar of marketing activities and ensured all marketing activities were integrated	6 Marketing budget and planning educational resources, computer with spreadsheet software, calendar	6 Budgeting knowledge, analytical skills, organizational skills, computer skills, knowledge of educational resources, knowledge of office functions	6 N/A	6 Disciplined, knowledgeable, analytical, creative	6 What is my budget? When will I have marketing activities/ expenses? When will I realize revenue? How am I going to integrate office functions with marketing processes?	6 Balanced budget	6 Will overspend or under spend budget, will be inefficient in communication processes	
7 Review the marketing plan and integrate it into the business plan	7 Reviewed the marketing plan and integrated it into the business plan	7 Marketing plan, business plan, respected colleague, computer	7 Communications skills, computer skills, analytical skills, knowledge of the business plan	7 Awareness of protecting the confidentiality of the marketing plan and proprietary data	7 Thorough, detail oriented, open minded, follow-through	7 Does my marketing plan integrate into the business plan? What steps have I taken to keep my marketing and business plans confidential?	7 Plans were kept confidential, marketing and business plans were integrated, business garnered support of partners	7 Business won't have focus, customer information could become public, business could lose credibility	
Analyst: John Moser			Specific Relevant References:						
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