

ZIPS MARKETING PLAN

2017 - 2019

Contents

Executive summary

Preamble

- 1. Vision ,mission, goals and strategic objectives**
- 2. Overview of the Zambian market and economic outlook**
- 3. Macroeconomic objectives, policies and strategies for 2017**
- 4. Marketing Planning and Analysis**
- 4 Marketing strategies and tactics**
- 5 Budgets**
- 6 Annex 1 –Shop stocks**

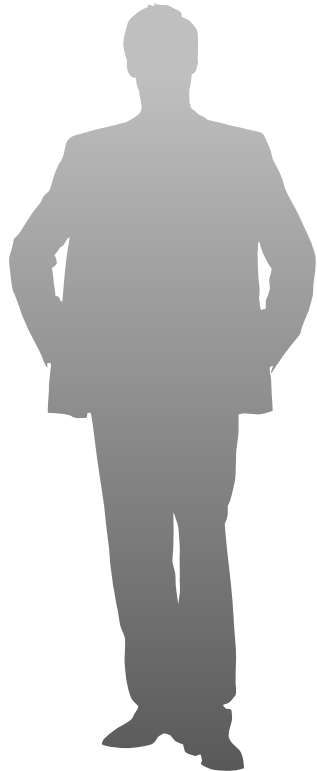
ZIPS VISION AND MISSION

MISSION

“We are, a world class Institute of supply chain Professionals, regulating, training, promoting, Improving and upholding standards of best practice in supply chain matters through compliance enforcement, research and Development, publications and collaboration with stakeholders to enhance social economic development sustainably”



ZAMBIA INSTITUTE OF PURCHASING AND SUPPLY PREAMBLE



The Zambia Institute of Purchasing and Supply (ZIPS) was established through an Act of Parliament Number 15 of 2003.

The Institute was officially launched through Statutory Instrument Number 34 on 1st April 2004.

This Marketing plan is being developed to help to build the ZIPS brand and also to conduct the Marketing and branding activities in a manner that will enhance the brand

Currently ZIPS has not been very visible and Marketing activities have been low keyed. Though some learning institutions offer programs promoted by ZIPS, there is a need to profile and brand them so that the profession becomes top of mind to young professionals.

Among Zambians, ZIPS is not a well known brand as it is often confused with CIPS meaning that a robust communication plan is required

strategic marketing objectives

**Improved image of ZIPS Professionals
and enhanced visibility of the Institute
to stakeholders.**



In next three years ZIPS will achieve the following non financial goals;

- 1. To be the most sought after profession in Zambia by 2019.**
- 2. Develop a successful Internet site and effective social media, while maintaining strong relationships with members through outreach.**
- 3. Introduce new product lines—customised to client needs.**
- 4. Enter new geographic markets, including Copper belt, Solwezi and three other key provinces.**
- 5. To be the best branded institution in Zambia**
- 6. To build capacity and train all unqualified working professionals within the next three years.**
- 7. To serve with integrity and earn the trust of members and stakeholders by the end of this planning period**
- 8. Seek location and develop a new secretariat**

ZIPS GOALS (Non Financial)

- **Increase membership revenue by at least 50% per year through aggressive membership drive**
- **Diversify sources of revenue through writing new project proposals ()**
- **Do at least one industry consultancy per quarter each year**
- **Introduce supply chain management training for professional members twice a year each year (CPD)**
- **Become the choice recruitment agent for Industry for Supply Chain staff placement**
- **Become evaluation consultant for both public and private sector tenders at a fee**
- **Develop best practice guidelines and sell to industry.**
- **Expand shop for selling branded items and collateral materials to members and the public**
- **To become self sustaining by 2019 through expansion and diversification of revenue sources**

ZIPS GOALS (Financial)

- **ZIPs seeks to use its core competencies to achieve a sustainable competitive advantage, in areas in which OTHER professions cannot provide the same value to young professionals and students wanting a life changing careers. Already, ZIPs has developed core competencies in: (1) offering a high-quality curriculum; (2) creating a sense of community among members who have already joined the profession; (3) developing a reputation among partners as a reliable disciplined institution who is contributing greatly to the Economic Development of the country**
- **The Institute intends to build on these competencies through marketing efforts that increase the number of products offered as well as delivery outlets (institutions of higher learning). Increase branding and communication efforts that make stakeholders want to actively associate with the Institute.**
- **By forming strong relationships with members, partners, stakeholders and funders, ZIPs believes it can create a sustainable competitive advantage over its rivals. No other professional institution can or has joined the government corruption fight through its core values and actions.**

CORE COMPETENCIES

:

**STUDENTS –New
graduates seeking
a career**

**Supply chain
professionals who are
working and studying**

**Self study purchasing
and supplies
professionals and
entrepreneurs**



**Students in
partner academic
institutions at
University and
college level**

**Employers interested in
professional conduct in
purchasing goods and
services**

**Government policy and
regulatory institutions**



ECONOMIC OUTLOOK

Contraction of the economy

Power crisis,

High interest rates,

Rising inflation and

Low rainfall patterns

Low copper prices

- ❖ Zambia is faced with serious external and domestic shocks.
- Reduced productivity and fiscal constraints in terms of tax revenue generation. (Costs are higher and profits are slimmer).
- Increasing budget deficit coupled with depleting foreign reserves.
- GDP growth forecast expected to drop to 3 to 3.5 percent (Target 5%)

Current reports
showing 09 %
by MOF

The 2017 Budget

The 2017 Budget

MARKETING STRATEGIC DIRECTION

```
graph TD; MS[MARKETING STRATEGIC DIRECTION] --> CO[COST OPTIMISATION]; MS --> OE[OPERATIONS EXCELLENCE]; MS --> S[SUSTAINABILITY]; CO --> O[OPERATIONS]; OE --> M[MARKETING]; S --> C[COMMUNICATIONS]; S --> HR[HUMAN RESOURCE];
```

COST OPTIMISATION

**OPERATIONS
EXCELLENCE**

SUSTAINABILITY

OPERATIONS

MARKETING

COMMUNICATIONS

HUMAN RESOURCE



Marketing planning and analysis

What opportunities exist in our internal environment?



What threats to the organisation ZIPS exist in our external environment?



What are the strengths of our organisation ZIPS?



What are the weaknesses of our organisation ZIPS?



Strengths

S



W



O



T



After evaluating the field and desk data, the following are the ZIPS Strengths:

- Abundant financial resources for the moment from Public Financial Management (PFM) program though there was no specific marketing plan to guide the budget.
- Established brand name though not visually present.
- Good recognition by supply chain professionals.
- Superior supply chain management consultants available in the secretariat for the time being.
- Great employee commitment and can be used as brand ambassadors.
- Introduction of regulations to enforce the Act opportunity to introduce penalties to help with enforcement and through that process enhanced visibility.

S



W



O



T



Some of ZIPS weaknesses are as follows:

- Limited financial resources for brand visibility.
- Dependency on one donor and no marketing plans.
- Low penetration in the value chain and weak partnerships for training service delivery.
- Poor staffing levels of permanent staff.
- Narrow product line especially to bring more revenue streams for sustainability.
- Weak connection with members, partners, industry and students.
- Poor market image (branding inconsistencies)
- Poor marketing skills- No staff in marketing to do marketing programs.
- Poor governance, council committee doing operational objectives in secretariat.
- Weak signage at offices and throughout value chain.

Opportunities

S



W



O



T



ZIPS opportunities are as follows:

- Lovable brand. People connect ZIPS to an international brand.
- Weak exchange rate reducing demand for CIPS.
- Rapid market growth in Supply Chain job market.
- Changing customer needs and tastes.
- Unexplored market segments in rural towns.
- Economic boom in supported sectors and companies looking for optimisation of supply chain processes.
- Regulations to enforce the ACT no 15, a great opportunity.
- Decline in demand for substitute products like ACCA, CIMA because of cost and high exchange rates (pound to Kwacha).

Threats

Some of the examples of threats for ZIPS are as follows:

S



W



O



T



- Proliferation of Universities offering academic courses but not the ZIPS qualification
- Lack of understanding of advantages of professional courses because of poor outreach activities.
- Decline in product life cycle for CIPS which may affect ZIPS perception.
- Changing customer needs/tastes and realisation of ZIPS as a career.
- New fight against corruption forcing professionals to avoid working in supply chain as they have no control of decision making processes.
- Increased government regulations on resource governance exposing wrong doing.
- Economic slowdown (Liquidity squeeze)

MARKETING OPERATIONAL OBJECTIVES

- **To increase visibility and positive perception of the Institute through an integrated marketing plan for ZIPS. The integrated plan will have the following support strategies;**
 - ❖ **Sub Operational objectives**
 - **Branding strategy development.**
 - **Communications strategy development.**
 - **Sustainability strategy development.**
- **To Identify and strengthen relationships with key stakeholders and partners**

ZIPS MARKET MIX

A close-up photograph of a person's hand holding a small white card. The person is wearing a dark suit jacket. The card has the words "Strategies and tactics" written on it in a blue, cursive-style font. The background is a solid white color.

*Strategies
and tactics*

ZIPS BRAND PILLARS

The following are the pillars that hold the ZIPS brand together:

Good governance and strict
regulatory authority
/Accountability

Marketing and visibility

Professional Capacity
development

Partnerships

Sustainability

The soul of the brand is transforming lives for prosperity

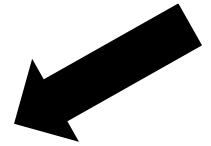
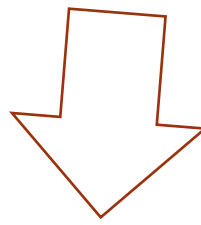
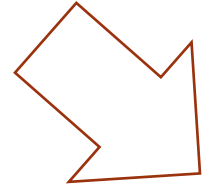
THE PLAN

CORE AREAS OF OPERATION

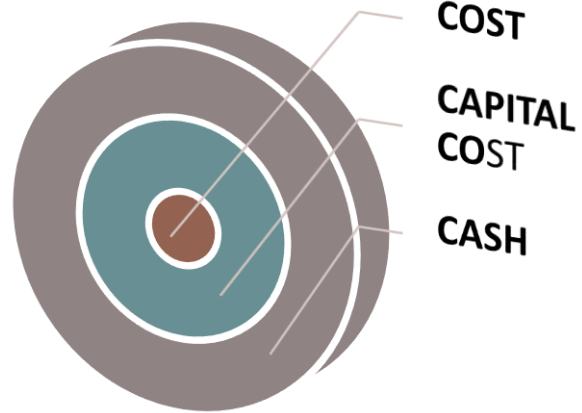
are the core areas of operation:

- Strategic activities and governance
- Management and governance of the human resources of members at all levels. Professional and student members
- Branding and communication
- Training and development and career development for members
- Policy development of the internal ZIPS policies
- Policies, systems and procedures (PPPS) of Market
- Marketing and Communication areas of operation.

strategies



)



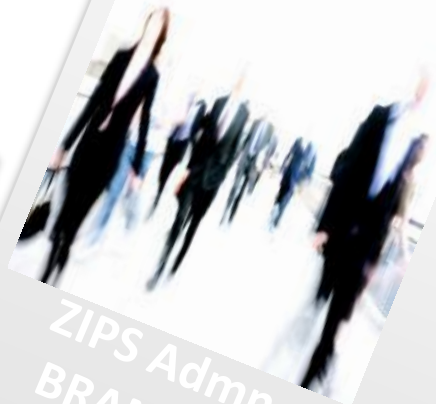
What are the ZIPS core products?



ZIPSEdu
Education



ZIPS Pro Capacity
development and
Consultancy



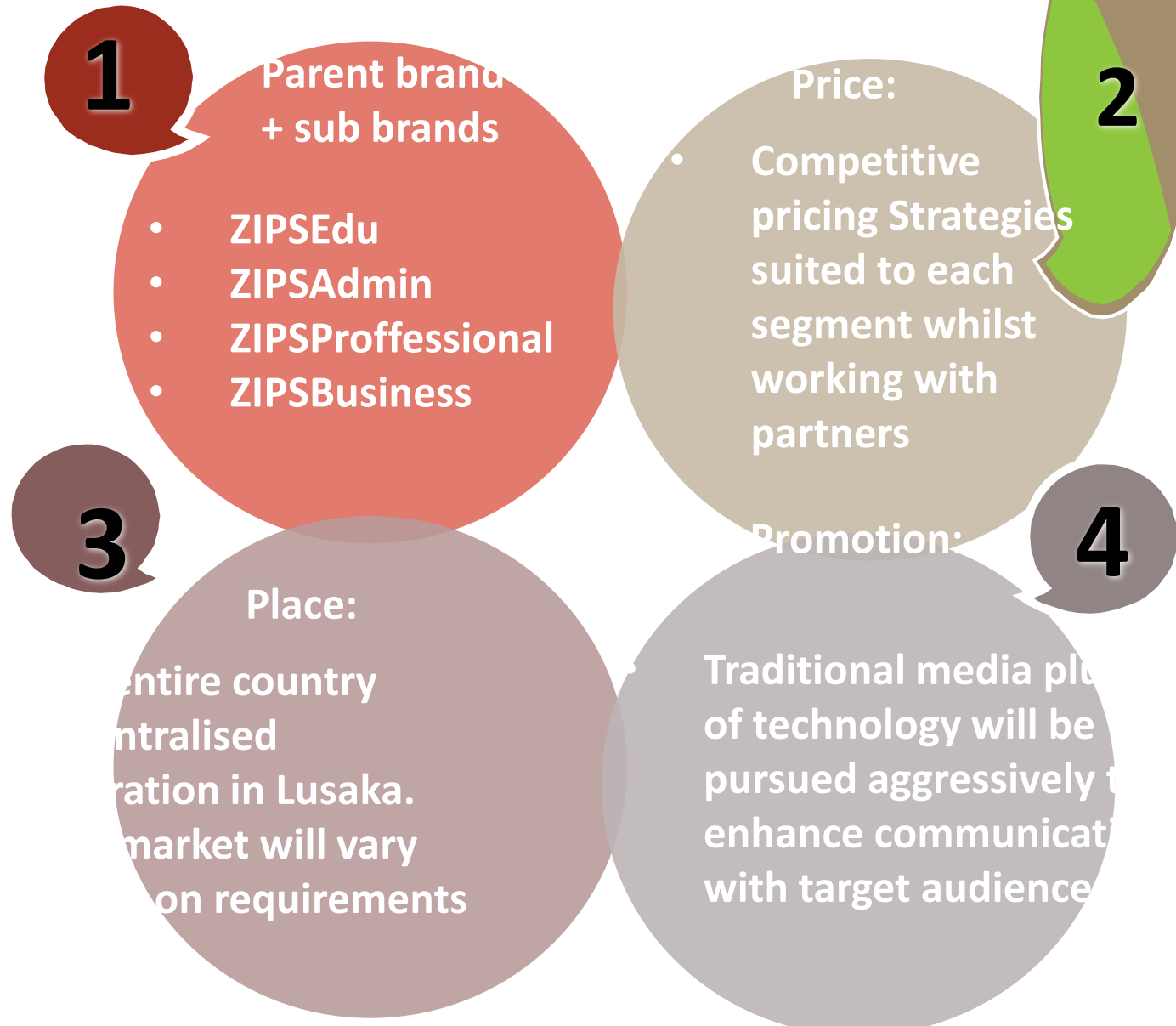
ZIPS Admin
BRANDED
PRODUCTS



ZIPS Biz
REVENUE
GENERATION
PRODUCTS

PRODUCT ANALYSIS

The FOUR P'S OF THE ZIPS BRAND:



ZIPS MASTER BRAND



Main operations functions including Finance and Administration, Information Communications and Technology and Human Resource management. This parent brand will also host the ZIPS Admn. and hence operate as one.

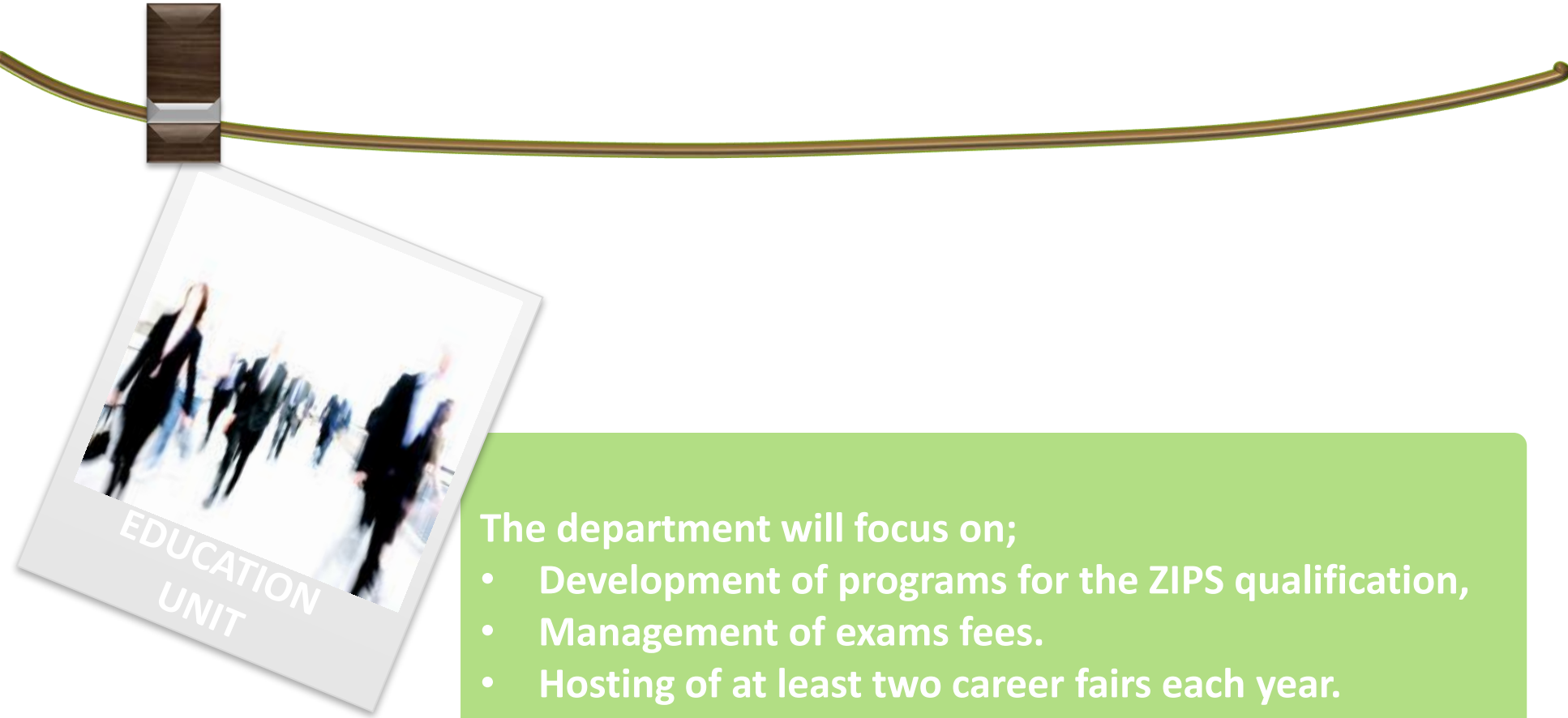
These are custodians of the brand and the entire value proposition. They provide oversight to ZIPS Edu, ZIPSPRO and ZIPS Biz to ensure proper interpretation of the brand.

ZIPS Business Unit (BU)



Business Unit (BU): This include all revenue earning sources i.e.;

- ZIPS Memorabilia shop
- Annual awards ball is introduced and awards committee set up.
- Industry consultancy every quarter.
- Administration of the ZIPS employment agency.
- Setting up of ZIPS evaluation centre.
- ZIPS Educational materials and professional literature publications.
- ZIPS advice and compliance unit (Includes consultancy to industry to set up procurement and supplies departments).



The department will focus on;

- Development of programs for the ZIPS qualification,
- Management of exams fees.
- Hosting of at least two career fairs each year.
- Development of educational materials,
- Upskilling programs for unqualified members,
- Retraining of practicing professionals
- Development of e learning portal

ZIPSPPro (Professional)



Capacity
development
and CPD

This will focus on streamlining conduct in the profession and will ensure the following;

- Membership drive
- Compliance and operationalisation of the Act
- CPD program development and implementation
- Quarterly Procurement 'Chats' on topical issues
- Conduct at least one consultancy per quarter each year
- In service capacity development
- Practicing license annually renewed by members
- Revival of corporate membership drive.



REGULATORY AND GOVERNANCE EXECUTION

This department will ensure day to day management of the secretariat and ensure the following;

- **Staff administration and welfare**
- **Amendments to the Act are concluded and operationalised**
- **Office is in good order**
- **All required policies are developed and operationalised**
- **All key staff are in place.**

MARKET COMMUNICATIONS

A close-up photograph of a person's hand holding a small, white rectangular card. The hand is wearing a dark suit jacket. The card has the words "Strategies and tactics" written on it in a black, cursive-style font. The background is a solid white color.

*Strategies
and tactics*



CHANNELS AND ROUTES TO MARKET

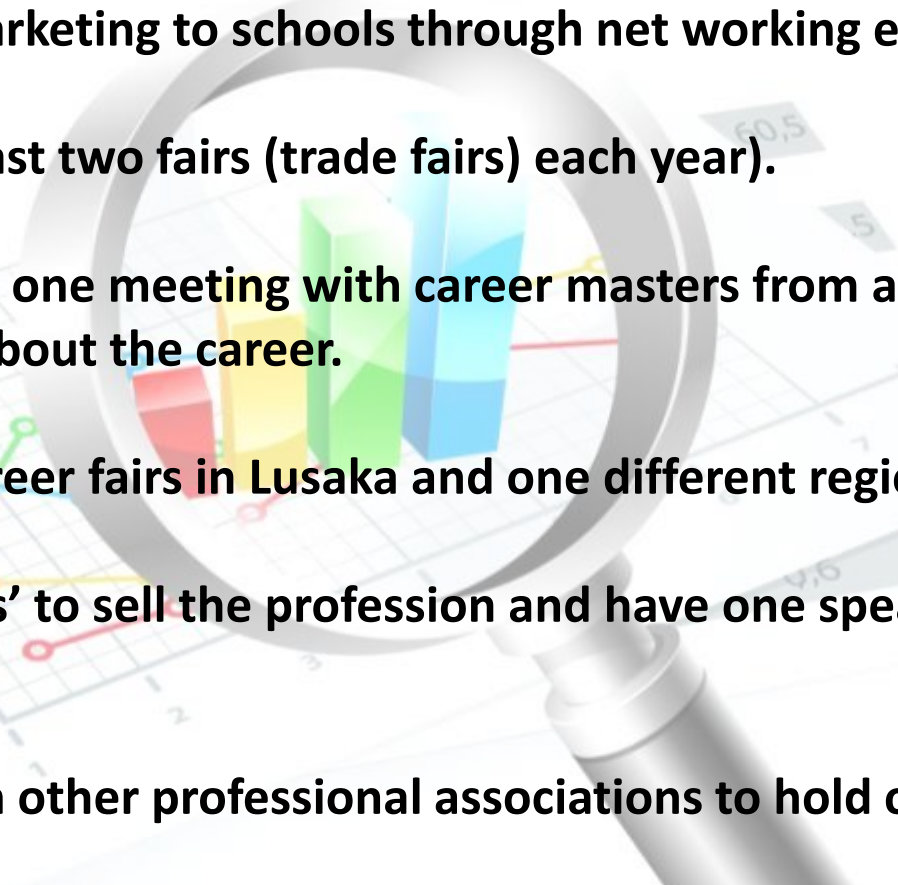
Analysis OF CHANNEL - Advertising

As a starting point ZIPS will rebrand, repaint offices and change signage

ZIPS will also use the following forms of advertising;

- **Print advertising**
 - ✓ Posters at higher institutions of learning
 - ✓ Leaflets
 - ✓ Use educational materials to advertise
 - ✓ Advertise in newspapers when needed
 - ✓ Put a board in the Secretariat to announce upcoming programs and events
- **Electronic media**
 - ✓ E Newsletter
 - ✓ TV
 - ✓ Radio
- **Social media advertising**
 - ✓ Put adverts on social media pages
 - ✓ Live stream all outreach programs and events
- **Website advertising**
 - ✓ Brand website and put adverts on website
 - ✓ Live stream all Institute events and programs

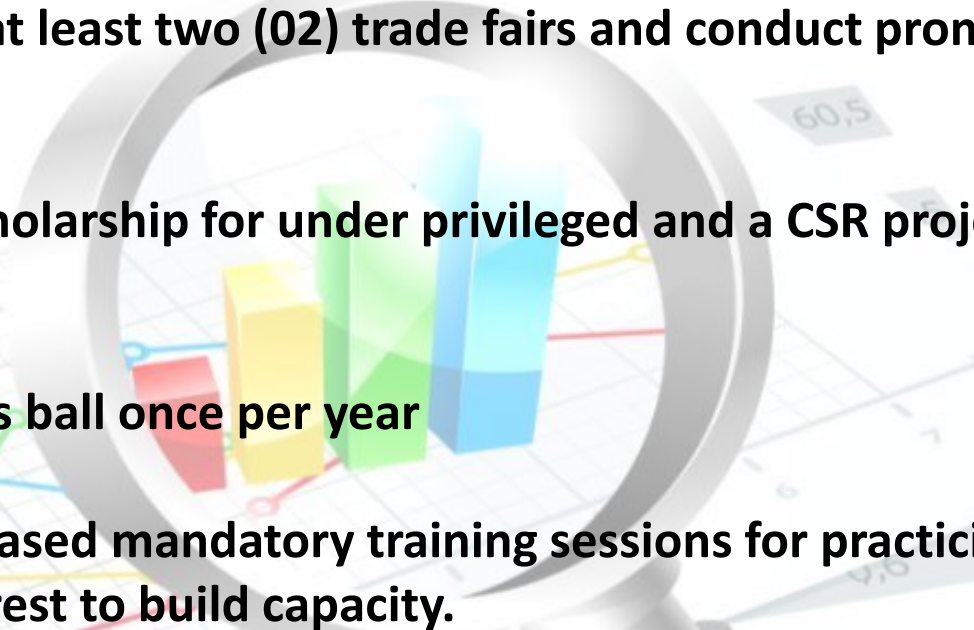
Analysis OF CHANNEL – Direct Marketing

- 
- ZIPS will do direct marketing to schools through net working events.
 - ZIPS will attend at least two fairs (trade fairs) each year).
 - ZIPS will hold at least one meeting with career masters from all high. schools to give information about the career.
 - ZIPS will hold two career fairs in Lusaka and one different region each year.
 - ZIPS will use all 'chats' to sell the profession and have one speaker to speak to attendees.
 - ZIPS will partner with other professional associations to hold one joint fair once a year.

Analysis OF CHANNEL-Social media and website

- ✓ Open LinkedIn page
 - ✓ Enhance the operations of:
 - ❖ Facebook for optimizing reach, membership connection and advertising
 - ❖ WhatsApp for internal (members only) announcements and messages (no private chats)
 - ✓ On Website develop a ZIPS blog for members to write articles and also to discuss topical issues
 - ✓ Develop guideline manual for administrators on use of social media
- 

Analysis OF CHANNEL-Promotions

- ZIPS will participate in at least two (02) trade fairs and conduct promotional activities during the activities.
 - ZIPS will introduce a scholarship for under privileged and a CSR project but also to raise awareness.
 - ZIPS will hold an awards ball once per year
 - ZIPS will conduct CPD based mandatory training sessions for practicing members twice a year on topics of interest to build capacity.
- 

Analysis OF CHANNEL-Sales

This will be revenue center for growth and sustainability

Sales will come from following areas;

- 1. Enhanced Membership fees drive**
- 2. Enhanced Practicing license fees drive**
- 3. Enhanced Corporate membership fees drive**
- 4. Exam fees**
- 5. Shop sales for memorabilia**
- 6. Shop sales for educational materials**
- 7. It will be compulsory for every member to buy a ZIPS lapel pin, scarf (ladies) and Tie (Men)**

ADDITIONAL SUGGESTION

ZIPS can consider opening a coffee shop and drinks bar to encourage members to visit the Secretariat often. This can be either made as an aluminium extension on the side of the building or at the back (renovate the servants quarters)

Analysis OF CHANNEL- PR and Outreach

1. The general guidance of PR programs is to consider some networking events with members and also with learning institution owners
2. Once year there should be a sponsored p[resident's dinner for partner institutions of higher learning. This could start with a half day meeting to sensitize the partners and provide new information then end up in a networking lunch or Dinner. Announcement of scholarship winners for the under privileged can be made then.
3. For outreach an analysis of activities would be as outlined under Advertising and Promotions.
4. Once a quarter a media breakfast or press conference will be held at the Secretariat to create news about the institute

DELIVERY STRATEGY

ZIPs fully intends to monitor and maintain strong relationships with Distribution Channel members.

Primarily it will work with partners to deliver its programs namely higher institution of Learning.

The goal is to have at least nineteen (19) working and strong MOU's in place by 2019.

ZIPs also intends to launch an e-learning portal to supplement current training Methods by 2019.

ACTION PLAN AND BUDGET



ACTION PLAN AND BUDGET PER YEAR

This part presents a summary budget for implementation. The focus is on the cost of activities in bracket
And the team is expected to divide it among the budget lines

STRATEGY OWNERSHIP WORKSHOP	WORKSHOP	30,000.00
ADVERTISING (visibility achieved)	PRINT MEDIA AND MATERIALS	200,000
13 series radio program	RADIO	100,000
13 series TV program	TV	160,000
Developed and launched	SOCIAL MEDIA	50,000
Developed and launched	ICT/WEBSITE	30,000
New signage installed	SIGNAGE	400,000

ACTION PLAN AND BUDGET

Series of activities done	DIRECT MARKETING	300,000
Series of activities done	PROMOTIONS	200,000
	SALES	500,000
Series of activities done	PR AND OUTREACH	70,000
Designed and launched	EDU MATERIAL BRANDING	150,000
Done and launched	SHOP FITTING	450,000
Agreed and purchased	SHOP STOCKS	500,000

ACTION PLAN AND BUDGET

PR and outreach	200,000
Networking events	Partnerships
Travel	300,000
Awards ball	200,000
Annual conference	300,000/partnerships
Total	ZMK 4,140,000.00

THIS Strategy will depend mostly on internal resources and grant from the PFM project. Additional proposals to other donors will be developed to complement these resources and internal activities for revenue generation will be intensified.

PROPOSED STRUCTURE FOR MARKETING



NO	ITEM	QUANTITY	COST IN ZMK
1	BRANDED SHIRTS	3000	
2	FLEECE JACKETS	1000	
3	TIES	4000	
4	LAPEL PINS	5000	
5	CONFERENCE BAGS	1000	
6	MUGS	500	
7	PENS	10,000	
8	GOLF TOWELS	500	
9	FOLDERS	3000	
10	NOTEPADS	500	
11	PROCUREMENT STANDARDS	200	

NO	ITEM	QUANTITY	COST IN ZMK
12	BRANDED KEY RINGS	600	
13	BRANDED GOLF SHIRTS	2000	
14	BRANDED CAPS	2000	
15	BUSINESS CARD HOLDERS	1000	
16	POWERBANKS	500	
17	BRANDED FLASH DISKS	2000	
18	BRANDED STEEL FLASKS	500	
19	BRANDED DRINKING BOTTLES	600	
20	BRANDED UMBRELLAS	2000	
21	SCARFS	2000	
	TOTAL		

The end!!