

ABSTRACT

This project studies about marketing situation analysis and development plan for IBM LTO tape backup systems product. The marketing plan has been developed in order to solve the problem relating to current market situation. The study begins with a literature review on introduction, marketing literature, problem definition and marketing plan itself.

The study revealed problems for immediate attention: product strategies, distribution strategies and promotion strategies. The suggested solutions are: firstly, change the product positioning policy by adding the business value as packaging and secondly, expand the distribution channel to have more 2nd tier as foot on street. And lastly, promotion strategies, to create more brand awareness as IT solution under IBM technology as open standard, not hardware peripheral.

The plan has three phases which will cover to have short-term, intermediate-term and long-term marketing plan. The first phase will cover the first year as introduction stage, i.e. 2003. All marketing strategies will focus on market penetration and build up brand image on IBM LTO product. The second phase covers the second to third year which will focus on marketing portfolio expansion through business channel recruitment. The third phase covers the fourth to fifth year. During this period, we will set ourselves into harvest mode and maintain the LTO product market leadership.

We will monitor the status and success of each phase through the comparison of actual sales and projected sales monthly, quarterly and yearly. There is contingency plan if the suggested marketing plan is not successful. However, we believe that this plan will be successful as we target for more market share, strong brand image and higher sales volume.