

APICS Middle Tennessee Chapter

2005-2008 Marketing Plan

The Middle Tennessee Chapter (MITE) has identified the market segment that best enables the chapter to successfully support its mission statement. Our mission statement clearly provides the qualifiers that serve as guideposts for simplifying the identification process.

During the past year, there has been little improvement in membership enrollment despite expanding educational offerings and improvements to professional development meetings (PDMs). The Board of Directors (BODs) feels this is as a result of foundational improvements put in place over the last couple of years. Therefore, we feel our marketing plan is solid and requires only minor tweaking. Facts and figures have been changed to reflect the past years performance.

The MITE Vision

To inspire success for individuals and organizations through life long learning.

The MITE Mission Statement

To set the standard as the recognized leader and provider of resource management education for individuals and organizations in Middle Tennessee.

Market Segment Identified

By virtue of the mission statement, the market segment targeted is that of middle Tennessee industries with individuals or organizations that can benefit from a higher degree of resource management proficiency. It is our objective to provide effective educational courses geared toward fundamental business operational techniques, and certification preparation for both the Certified in Production and Inventory Management (CPIM) and Certified Supply Chain Professional (CSCP) APICS sponsored certifications.

Clientele in Identified Segment

- | | |
|------------------|-----------------------------|
| 1) Managers | 5) Academia |
| 2) Practitioners | 6) Top Management |
| 3) Consultants | 7) Manufacturing Industries |
| 4) Students | 8) Service Industries |

Current and Potential Customers Identified

Through membership and professional development meeting surveys and questionnaires, the BOD identified and stratified current and potential customers for educational opportunity in the mid-state area. The segments of customer base are:

1. Individuals who are unaware of APICS educational offerings and benefits.
2. New or potential members needing basic business and operational knowledge.
3. Members who have begun the certification process and wish to continue.
4. Members who have not gained certification and have no interest in doing so.
5. Long-standing certified members who wish to maintain an edge in their field.

Although there are significant opportunities in most of the segments identified, it was the BOD consensus that we avoid overextending Chapter resources by concentrating on a quality approach as opposed to a quantity approach. To attempt to meet the needs of all categories at once was not considered a prudent business strategy. We chose to concentrate our marketing focus primarily on categories 1, 2 and 3 identified above.

Strengths and Weaknesses Analyzed

The BOD felt it should evaluate the Chapter's strengths and weaknesses and to direct our marketing plan to our present strengths, while gaining improvement in our weaknesses.

Situational Analysis and Trends

Current Chapter membership is approximately 222. Membership has increased from 203 members in June, 2005. This represents a 9% increase the past year from beginning of year baseline.

Professional Development meetings are attended on average by approximately 17% of the membership. Average attendance for the past year has increased by approximately 4%.

Strengths and Weaknesses

Strengths

Solid core of long-time members
Strong chapter recognition
Professional dedicated Chapter Officers
Motivated BOD
Available Web Site
High quality Professional Development meetings
Fertile market area
Broad based membership threats
Significantly increased education coverage

Weaknesses

Qualified quality instructors limited
Membership retention
Unmanageable geographical area
No company coordinator program
Dependable timely newsletter
Strong local interest in education offerings
Competing events and organizations
Active Marketing Plan
Local college/university competition
Active Strategic Plan
Apathetic company support
Other Professional Societies

Opportunities and Threats

Opportunities

Over-extension of key members and instructors
Fertile market area
Corporate Memberships
Web Site utilization
Under-utilized advertising capabilities
Strong local interest in education offerings
Broad based membership from large number of companies
Local college/university joint venture
Student Chapter development
Continued instructor development

Threats

Weakening manufacturing segment
Decreasing support for membership cost reimbursement by local firms
Higher visibility speakers at competing association events
Significant reduction in membership in automotive segment
Reduced support of Chapter activity at Dell

The MITE Chapter is fortunate to have numerous vehicles for delivery of our Marketing Strategy at our disposal. It is our responsibility as Chapter Board Officers to assure the effective utilization of those methods.

Market Delivery Methods

The MITE Chapter currently utilizes, or plans to institute several methods of delivery for educational offerings and services.

Chapter Newsletter (Paper and Electronic)

The Chapter Newsletter is published 9 months out of the year and contains announcements concerning educational classes, courses, workshops, seminars and other activities pertinent to our mission.

Chapter Seminars and Workshops

The Chapter conducts at least one seminar or workshop annually, geared toward business or operations improvement. Advertisements for these seminars in the form of brochures, fliers, and Newsletter articles are published in advance of the seminar.

Chapter Website

The Chapter Web Site located at www.apicsnashville.org will be heavily utilized to communicate offered activities, programs and courses to the e-commerce community.

Chapter Professional Development Meetings (PDM)

The Chapter provides monthly Professional Development meetings with relevant business topics and quality speakers. Meetings are publicized and provide open forum for discussion.

Chapter College and University relations

The Chapter will build relationships with area colleges and universities, providing exposure of APICS to students and faculty.

Chapter Media exposure

The Chapter will periodically advertise available courses, workshops, seminars and services in Nashville newspapers such as The Tennessean, The Nashville Scene, The Nashville Business Journal.

The Chapter will periodically reach targeted markets with fliers and announcements of upcoming events.

Chapter Member Representation

The Chapter will continue to reach customers by personal interaction with individuals and companies by Chapter Officers. The BOD will encourage total membership to do the same.

Market Delivery Summary

The Middle Tennessee Chapter Marketing Plan effectively supports the Chapter mission to provide resource management education to individuals, organizations and companies, and to enable their success through the learning process.

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