

Field of Study Social Sciences, Business and Administration			
Degree Programme Degree Programme in International Business			
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Title of Thesis Marketing Plan for PD Golf-Service Oy			
Date	15.05.2013	Pages	58
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Client Organisation/Partners PD Golf-Service Oy			
<p>Abstract</p> <p>The purpose of the thesis process was to create a valid marketing plan for a golf equipment retail company PD Golf Service Oy in addition giving recommendations for future decision-making.</p> <p>In order to create a suitable marketing plan for the company that did not have a systematic marketing strategy a qualitative research method was used, to give the company the base of structured marketing strategy, which can be supportive in the future as well. The data mainly consisted interviews with experts from different business sectors, internal data available and literature comprising books and articles.</p> <p>As the marketing methods have changed radically during the past two decades it was essential to find the optimum channels for the case company. The company did not have high-quality procedures in marketing, and because the budget for marketing processes needed to be fairly low, consequently these factors determined the use of digital marketing channels. Digital marketing methods, which were made propositions for, included improving the company webpage, advertising through social media, e-mail promotion and banners.</p> <p>The thesis gave the company a structured marketing plan that includes everything the company needs in order to evolve from the marketing perspective. The marketing plan works as a direction supporter for the company's forthcoming decision-making, and the entire thesis provides the base for the company's future structured marketing solutions.</p>			
<p>Keywords Marketing Plan, Digital Marketing, Marketing, Retailer, Golf</p>			