



SUCON International

MARKETING PLAN

2025 - 2027



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EXECUTIVE SUMMARY

SUCON International is committed to expanding its market influence through a regionally tailored international marketing strategy. This approach emphasizes strategic objectives such as market expansion, enhanced brand awareness, and revenue growth through increased project contracts. The company aims to enter high-potential markets in the South Pacific and Southeast Asia, South America, leveraging each region's unique opportunities for infrastructure development and sustainable engineering solutions. Research highlights the growing demand for modernized infrastructure, renewable energy, and sustainable solutions across these markets. Southeast Asia benefits from accelerated urbanization and favorable policies, the South Pacific sees increased investment in energy and transportation sectors, while wider markets show rising interest in industrial modernization driven by global integration and the recent political shift in the United States of America.

Target audiences include government agencies managing public infrastructure projects, private developers seeking sustainable solutions, and international contractors interested in large-scale multidisciplinary collaborations. **SUCON** will employ a diverse range of marketing channels to engage these stakeholders, including targeted digital campaigns, participation in industry conferences, strategic partnerships with local firms, and thought leadership initiatives through case studies and webinars. **SUCON** will position itself as a leader in sustainable and cutting-edge multidisciplinary solutions, emphasizing reliability and technical excellence. A phased budget allocation ensures efficient resource management, with a significant focus on digital marketing, industry networking, partnership development, and ongoing market research to adapt to regional nuances.

Success will be measured through key metrics such as establishing partnerships, generating project leads, increasing client satisfaction, and securing international project contracts. Implementation will follow a phased timeline that starts with market research and strategic partnerships, progresses to conference participation and expanded outreach, and culminates in full-scale marketing efforts with continuous performance optimization. By executing this marketing strategy, **SUCON** aims to solidify its position as a trusted partner for engineering excellence across the South Pacific and key international markets, driving sustainable growth and innovation.

STRATEGIC FRAMEWORK

The **SUCON** International Marketing Plan framework is a structured approach to achieving sustainable growth and competitive advantage in global markets. This framework consists of key strategic components that guide business operations, market positioning, and long-term success. **SUCON** International's Marketing Plan 2025 – 2027 is an annex and contributing document to the **SUCON** Strategy 2027 and Annual Business Plans as depicted in Figure 1 Marketing Plan Strategic Framework. In the Marketing Plan contributes to achieving the Business Plan and Strategy 2027 through Objective One: Business Stability, Goal 1.1: Expand our Client Portfolio and increase projects, Activity 1.1.2: Increase Cliental Outreach in alignment with the Sucon Marketing Plan 2025-2027. Please refer to Table 1 Vision, Mission, Objective 1, Goal 1.1, Activities and KPIs below:



Table

Figure 1 Marketing Plan Strategic Framework

VISION			
To be the preferred leader in multidisciplinary services, delivering innovative and sustainable solutions while expanding our presence in the South Pacific and beyond.			
MISSION			
To shape the world and enhance the livelihoods of our communities through the delivery of innovative and sustainable multidisciplinary services.			
OBJECTIVE 1 Business Stability	Goal 1.1 Expand our Client Portfolio and increase projects	Activity 1.1.1 At least 36 Tenders Submitted by the End of 2025	KPI 1.1.1 (a) Four (4) New Projects and Clients by the End of 2025
			KPI 1.1.1 (b) Increased revenue in 2025 in comparison to 2024
		Activity 1.1.2 Increase Cliental Outreach in alignment with the Sucon Marketing Plan 2025-2027.	KPI 1.1.2 (a) At least two (2) marketing/branding initiatives launched by the end of 2025
			KPI 1.1.2 (b) Reach 1000 LinkedIn followers by the end of 2025.

Table 1 Vision, Mission, Objective 1, Goal 1.1, Activities and KPIs

BRAIN STORMING

Brainstorming marketing ideas is vital for **SUCON** International to foster creativity, identify unique selling points, and adapt to market trends. This process helps refine strategies, ensuring **SUCON** stays competitive and aligns marketing efforts with evolving business goals.

The below brainstorm is a result of the **SUCON** Strategic Workshop conducted in February 2025:



Figure 2 Marketing Plan Brain Storm

OUR FIVE MARKETING METHODOLOGIES

The five (5) marketing methodologies of **SUCON** International are essential for building a strong foundation for its brand identity, customer engagement, and market competitiveness. They help streamline efforts across various channels, ensuring consistency in messaging and a cohesive customer experience. These methodologies also drive innovation, enhance adaptability to market changes, and support sustainable business growth by aligning marketing strategies with long-term organisational goals.



Figure 3 5 Marketing Methodologies

SPORTS TEAM SPONSORSHIP

SUCON International's **Sports Team Sponsorship** methodology focuses on leveraging partnerships with teams to enhance brand visibility, build community engagement, and foster positive brand associations. By aligning with popular sports, **SUCON** can tap into passionate fan bases, strengthen customer loyalty, and create unique marketing opportunities through co-branded events, promotions, and media exposure. This approach ensures an authentic connection with target audiences and maximizes the sponsorship's impact on brand awareness and market positioning.

SUCON International's **Career Days** methodology centers on engaging with students and job seekers to build brand awareness and position the company as an employer of choice. By hosting or participating in career fairs, workshops, and informational sessions, **SUCON** fosters relationships with future talent while showcasing its culture, values, and career opportunities. This approach helps attract top candidates, strengthens **SUCON**'s brand in the job market, and supports long-term talent acquisition goals.

CAREER DAYS

NETWORKING EVENTS

SUCON International's **Networking Events** methodology focuses on creating and attending industry events to build relationships, enhance brand visibility, and foster business development. These events provide opportunities to showcase expertise, exchange ideas, and strengthen partnerships with clients, vendors, and industry leaders. By leveraging meaningful connections, **SUCON** can expand its influence, generate leads, and stay informed on market trends and innovations.

SUCON International's **Social Media Ads** methodology emphasizes targeted, data-driven advertising to enhance brand awareness, drive engagement, and generate leads. By leveraging platform-specific insights and tailored content, **SUCON** ensures ads reach the right audiences with relevant messaging. This approach allows for real-time performance tracking, campaign optimization, and cost-effective reach, maximizing return on investment and supporting broader marketing objectives.

SOCIAL MEDIA ADS

BRANDING

SUCON International's **Branding of Logo and Slogan** methodology focuses on creating a cohesive, recognizable brand identity that reflects the company's values and mission. By consistently using the logo and slogan across all marketing materials, **SUCON** ensures strong brand recognition and message reinforcement. This approach builds trust, enhances brand recall, and differentiates **SUCON** in a competitive market, fostering long-term brand loyalty.

OUR ACTION PLAN

Below is the Action Plan for the timeframe 2025 to 2027:

Methodology	Action	Timeframe
Budget Allocation	Allocate marketing budgets proportionately across each initiative based on impact and expected ROI. Conduct quarterly budget reviews to ensure cost-effectiveness and adjust allocations as needed.	2025
Sports Team Sponsorship	1. Identify and evaluate one high-visibility sport team for sponsorship opportunities. 2. Develop co-branded promotional campaigns leveraging sponsored teams.	2025-2027
Career Day	1. Organise SUCON -led Career Days at the major universities and job fairs. 2. Develop branded recruitment brochure and materials showcasing company culture and career paths. 3. Offer internships and scholarships to build brand loyalty among students.	2025-2027
Networking Events	1. Host annual industry networking events, inviting key partners and stakeholders. 2. Sponsor industry conferences and seminars to increase presence.	2025-2027

Social Media Ads	Create platform-specific social media ad campaigns targeting key demographics on LinkedIn.	2025-2027
Branding Logo and Slogan	1. Develop and implement SUCON Branding Guideline 2. Create and showcase SUCON slogan	2025

Table 2 Action Plan

Effective Date: 28/03/2025

This document applies to all **SUCON** relevant operations from the effective date stipulated above. From the date stipulated above all previous similar documentations and practices are repealed.

Document Implementation, Approval, Monitor and Review

The Central Administration and the responsible officer(s) of **SUCON** via the authority of the President, Vice Presidents and Operations Manager are liable for the management and implementation of this document and ensuring that its provisions and records management are applied and adhered to. This includes the establishment of relevant record-keeping systems.

APPROVAL AND REVIEW	DETAILS
Presidents Council Approval	 Lefaotogi Paletasala Faolotoi Founder & President
Next Review Date	December 2027

Table 3 Approval and Review Details