

# MARKETING PLAN

PREPARED BY	TITLE	DATE
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1. BUSINESS SUMMARY

1.1 OUR COMPANY

1.2 MISSION STATEMENT

1.3 VISION STATEMENT

2. THE CHALLENGE

2.1 PROBLEM

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2.2 OPPORTUNITY

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3. SITUATIONAL ANALYSIS

3.1 5C ANALYSIS

3.1.1 COMPANY

3.1.2 COLLABORATORS

3.1.3 CUSTOMERS

3.1.4 COMPETITORS

3.1.5 CLIMATE

3.2 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

4. CORE CAPABILITIES

4.1 CAPABILITY ONE

4.2 CAPABILITY TWO

4.3 CAPABILITY THREE

5. MARKETING GOALS

5.1 SHORT-TERM GOALS AND ACTION PLAN

5.1.1 LEVERAGE EXISTING CUSTOMER BASE

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5.1.2 EXTEND REACH

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5.2 LONG-TERM GOALS AND ACTION PLAN

5.2.1 BRAND AWARENESS / AUTHORITY

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5.2.2 IMPROVED SEARCH RANKING

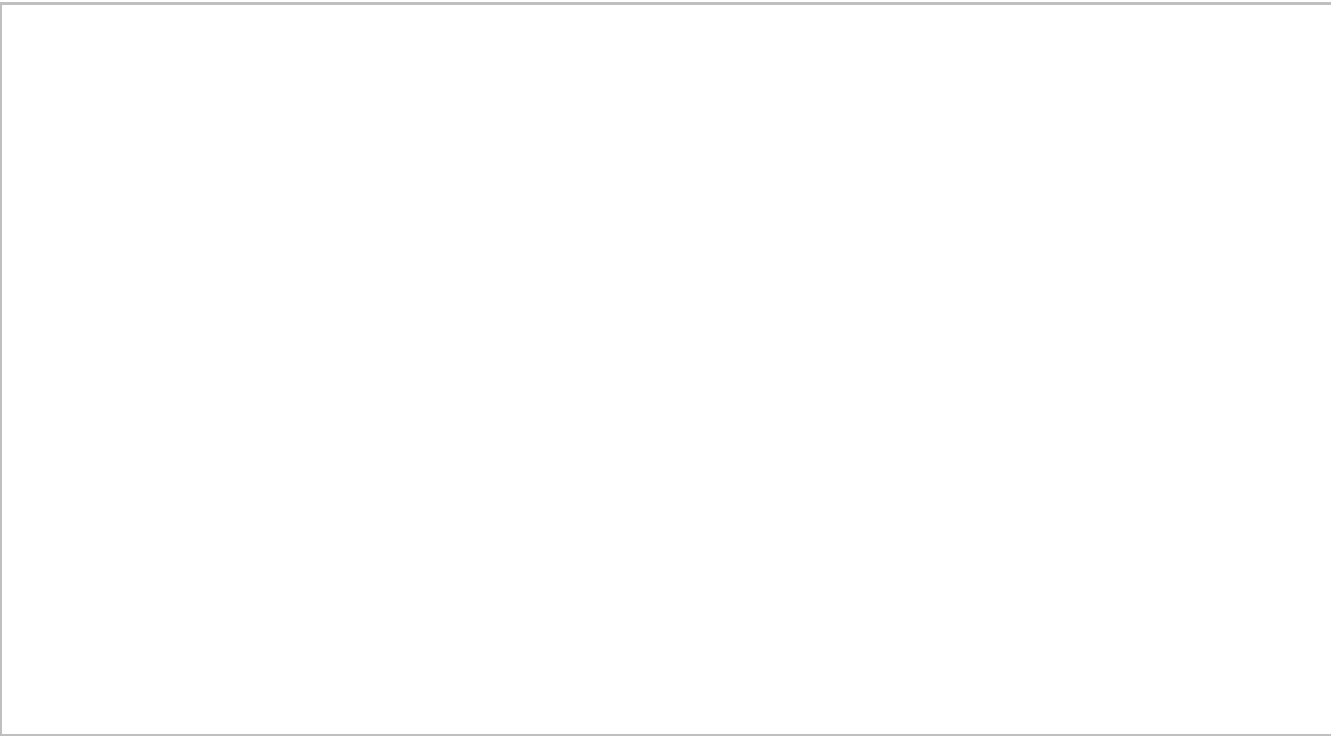
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6. TARGET MARKET

6.1 DEMOGRAPHICS



6.2 PSYCHOGRAPHICS



7. MARKETING STRATEGY

7.1 UNIQUE SELLING PROPOSITION (USP)

7.2 MARKETING MIX – 4Ps

7.2.1 PRODUCT

7.2.2 PRICE

7.2.3 PLACE

7.2.4 PROMOTION

7.3 MARKETING CHANNELS

7.4 BUDGET



8. PERFORMANCE STANDARDS & MEASUREMENT METHODS

8.1 STANDARDS OF PERFORMANCE

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8.2 KEY PERFORMANCE INDICATORS (KPIs)

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8.3 METHODS OF MEASUREMENT

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9. FINANCIAL SUMMARY

9.1 FINANCIAL REQUIREMENTS



9.2 ASSUMPTIONS / PROJECTIONS



9.3 FINANCIAL STATEMENTS

9.3.1 INCOME STATEMENT

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9.3.2 CASH FLOW PROJECTION

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9.3.3 BALANCE SHEET

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10. APPENDIX

10.1 RESEARCH RESULTS



10.2 PRODUCT SPECIFICATIONS AND IMAGES



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