

MARKETING PLAN

PREPARED BY	TITLE	DATE
EMAIL	PHONE	
APPROVED BY	TITLE	DATE

TABLE OF CONTENTS

1. BUSINESS SUMMARY 3

 1.1 OUR COMPANY 3

 1.2 MISSION STATEMENT 3

 1.3 VISION STATEMENT 3

2. THE CHALLENGE 4

 2.1 PROBLEM 4

 2.2 OPPORTUNITY 4

3. SITUATIONAL ANALYSIS 5

 3.1 5C ANALYSIS 5

 3.1.1 COMPANY 5

 3.1.2 COLLABORATORS 5

 3.1.3 CUSTOMERS 5

 3.1.4 COMPETITORS 5

 3.1.5 CLIMATE 5

 3.2 SWOT ANALYSIS 6

4. CORE CAPABILITIES 7

 4.1 CAPABILITY ONE 7

 4.2 CAPABILITY TWO 7

 4.3 CAPABILITY THREE 7

5. MARKETING GOALS 8

 5.1 SHORT-TERM GOALS AND ACTION PLAN 8

 5.1.1 LEVERAGE EXISTING CUSTOMER BASE 8

 5.1.2 EXTEND REACH 8

 5.2 LONG-TERM GOALS AND ACTION PLAN 9

 5.2.1 BRAND AWARENESS / AUTHORITY 9

 5.2.2 IMPROVED SEARCH RANKING 9

6. TARGET MARKET 10

 6.1 DEMOGRAPHICS 10

 6.2 PSYCHOGRAPHICS 10

7. MARKETING STRATEGY 11

 7.1 UNIQUE SELLING PROPOSITION (USP) 11

 7.2 MARKETING MIX – 4Ps 11

 7.2.1 PRODUCT 11

 7.2.2 PRICE 11

 7.2.3 PLACE 12

 7.2.4 PROMOTION 12

 7.3 MARKETING CHANNELS 12

 7.4 BUDGET 13

8. PERFORMANCE STANDARDS & MEASUREMENT METHODS 14

 8.1 STANDARDS OF PERFORMANCE 14

 8.2 KEY PERFORMANCE INDICATORS (KPIs) 14

 8.3 METHODS OF MEASUREMENT 14

9. FINANCIAL SUMMARY 15

 9.1 FINANCIAL REQUIREMENTS 15

 9.2 ASSUMPTIONS / PROJECTIONS 15

 9.3 FINANCIAL STATEMENTS 16

 9.3.1 INCOME STATEMENT 16

 9.3.2 CASH FLOW PROJECTION 16

 9.3.3 BALANCE SHEET 16

10. APPENDIX 17

 10.1 RESEARCH RESULTS 17

 10.2 PRODUCT SPECIFICATIONS AND IMAGES 17

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

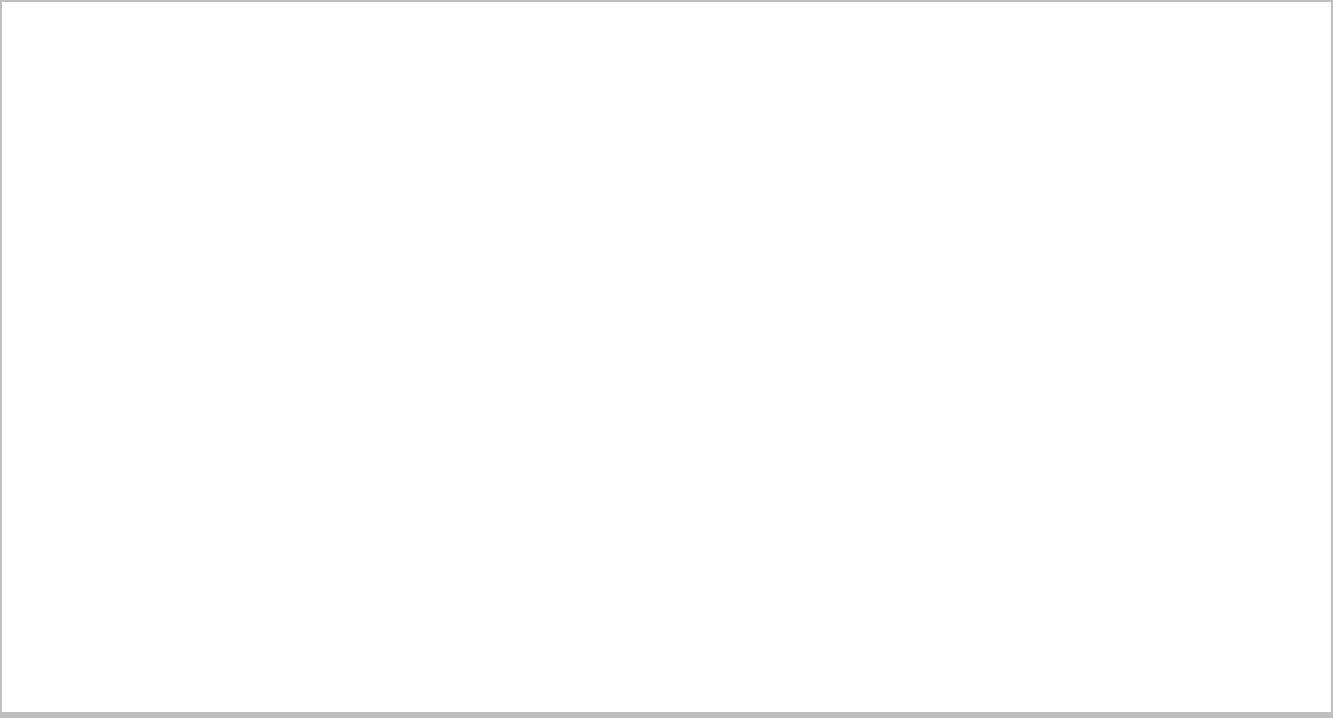
5. MARKETING GOALS

5.1 SHORT-TERM GOALS AND ACTION PLAN

5.1.1 LEVERAGE EXISTING CUSTOMER BASE



5.1.2 EXTEND REACH



5.2 LONG-TERM GOALS AND ACTION PLAN

5.2.1 BRAND AWARENESS / AUTHORITY

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5.2.2 IMPROVED SEARCH RANKING

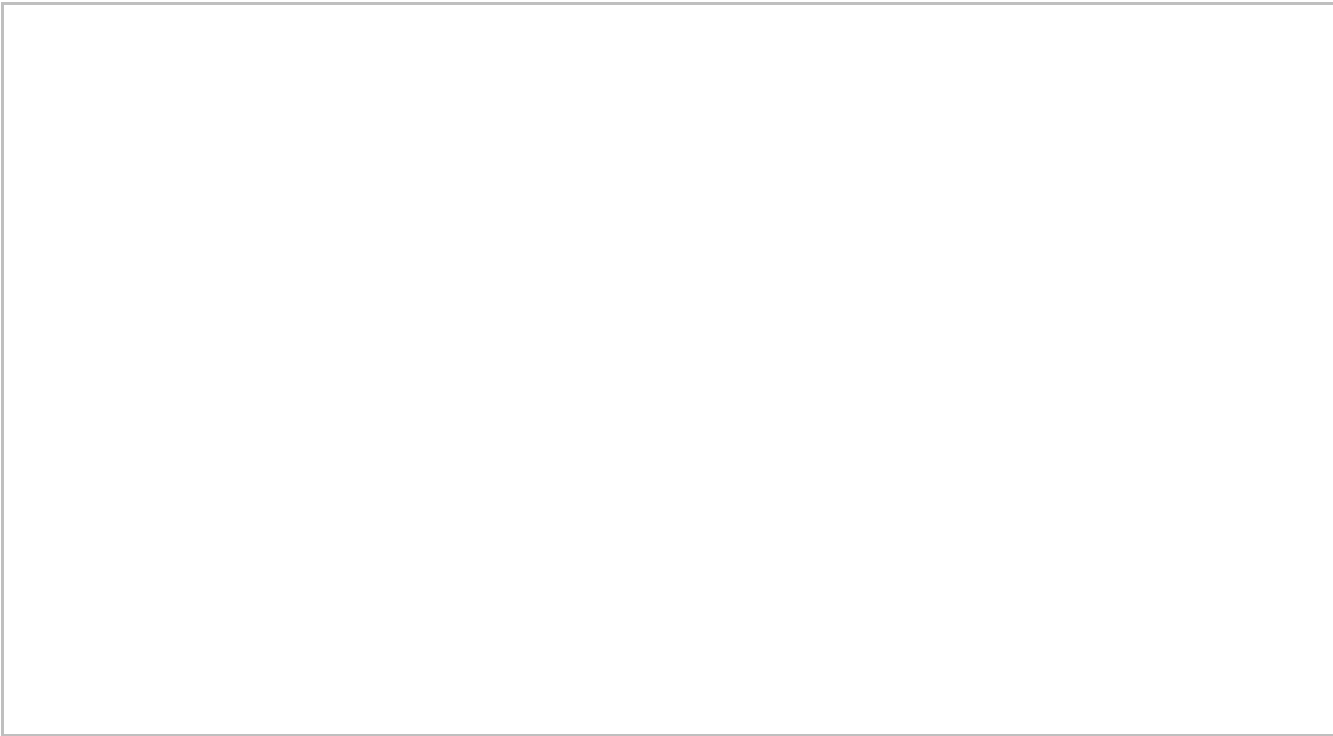
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6. TARGET MARKET

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

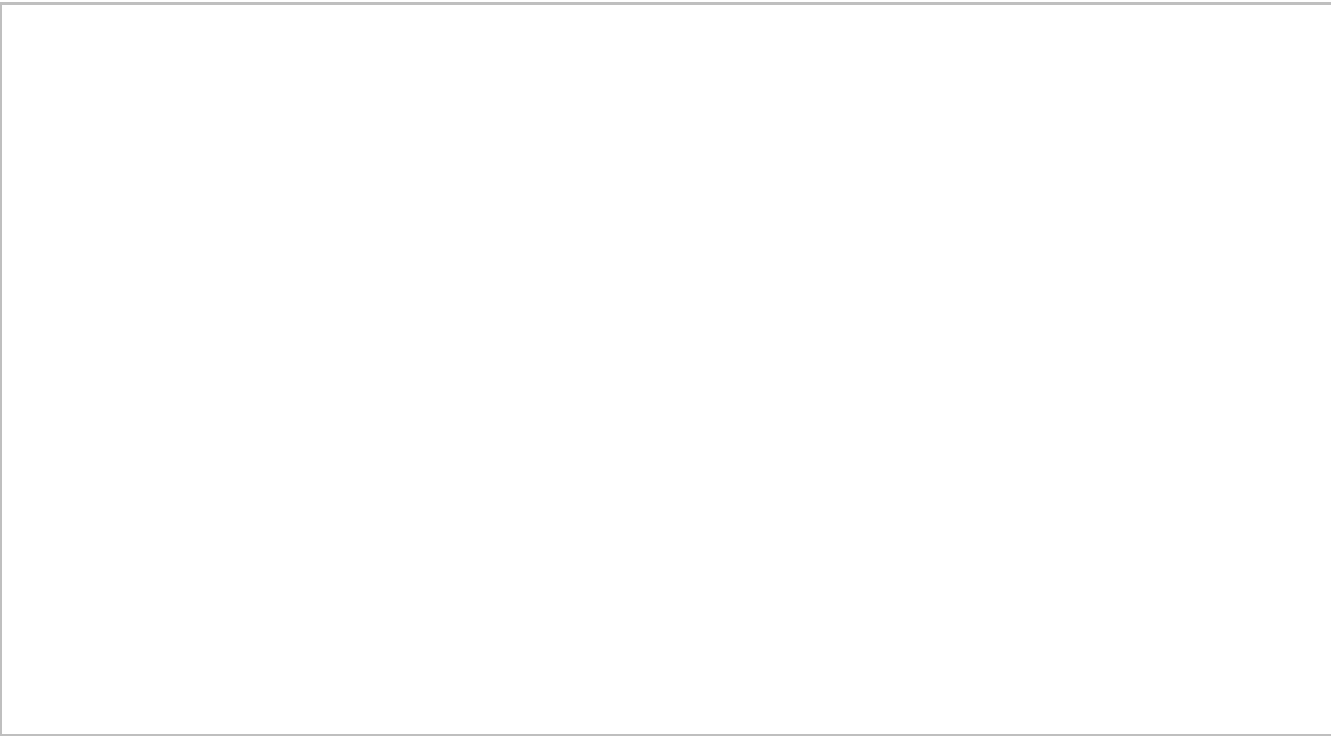
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10. APPENDIX

10.1 RESEARCH RESULTS



10.2 PRODUCT SPECIFICATIONS AND IMAGES



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