

# MARKETING PLAN

PREPARED BY	TITLE	DATE
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APPROVED 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 CAPABILITIES

5.1 CAPABILITY ONE

5.2 CAPABILITY TWO

5.3 CAPABILITY THREE

6. GOALS

6.1 BUSINESS GOALS

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6.2 SALES GOALS

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6.3 FINANCIAL GOALS

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6.4 COMMUNICATION GOALS

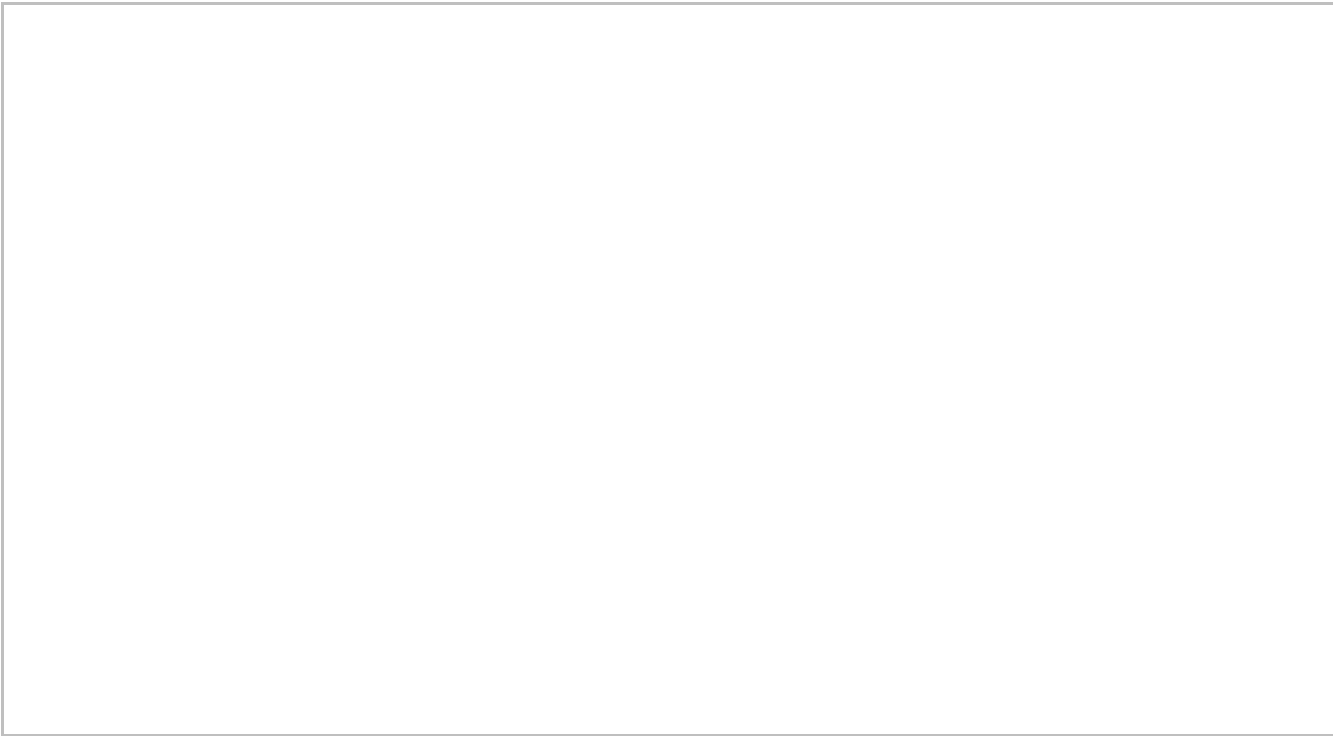
A large, empty rectangular box with a thin grey border, intended for the user to enter their communication goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

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7.2 PAIN POINTS

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7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

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8.2 UNIQUE SELLING PROPOSITION (USP)

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8.3 MARKETING MIX – 4Ps

8.3.1 PRODUCT

8.3.2 PRICE

8.3.3 PLACE

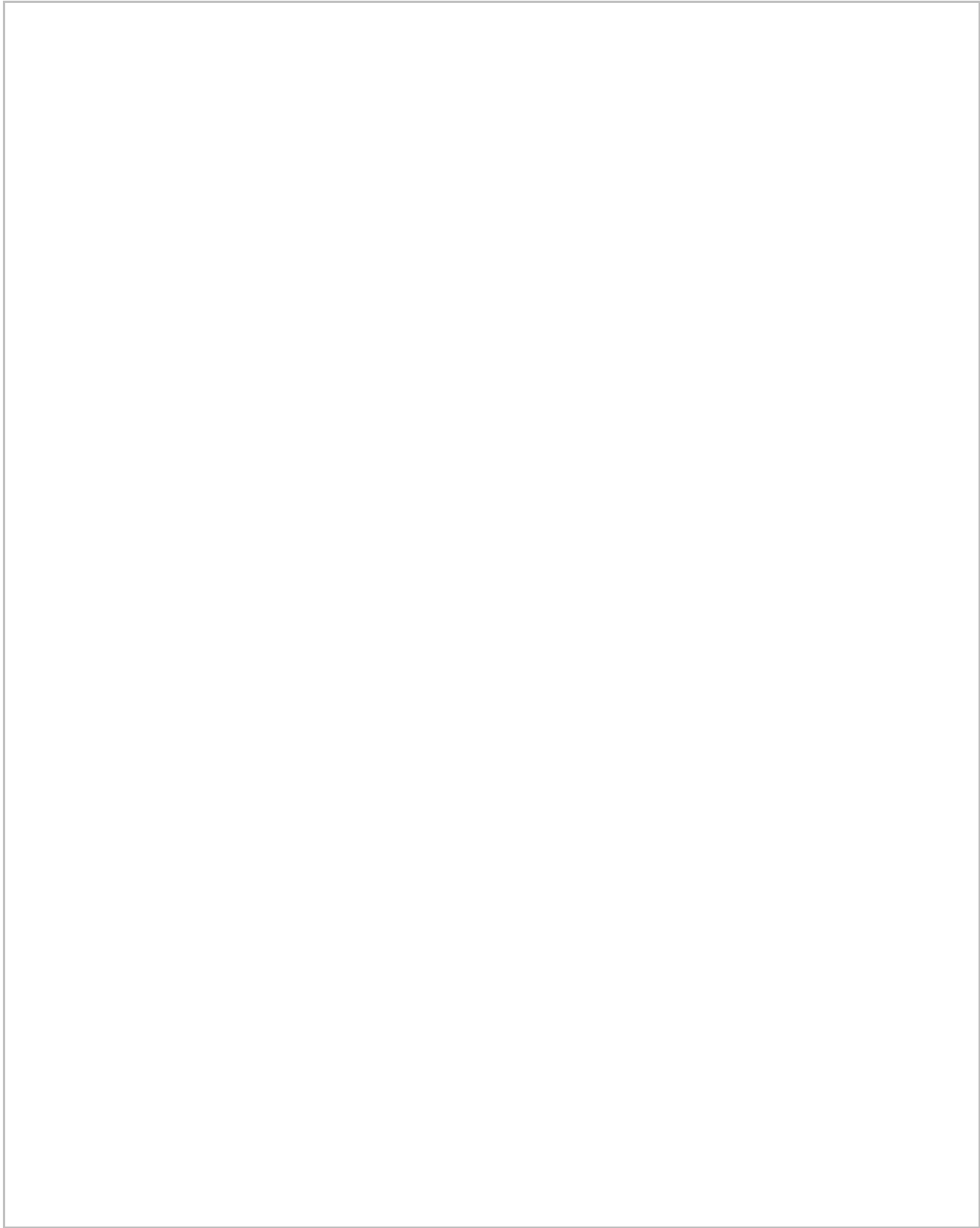
8.3.4 PROMOTION

8.4 MARKETING CHANNELS





8.5 BUDGET



9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE

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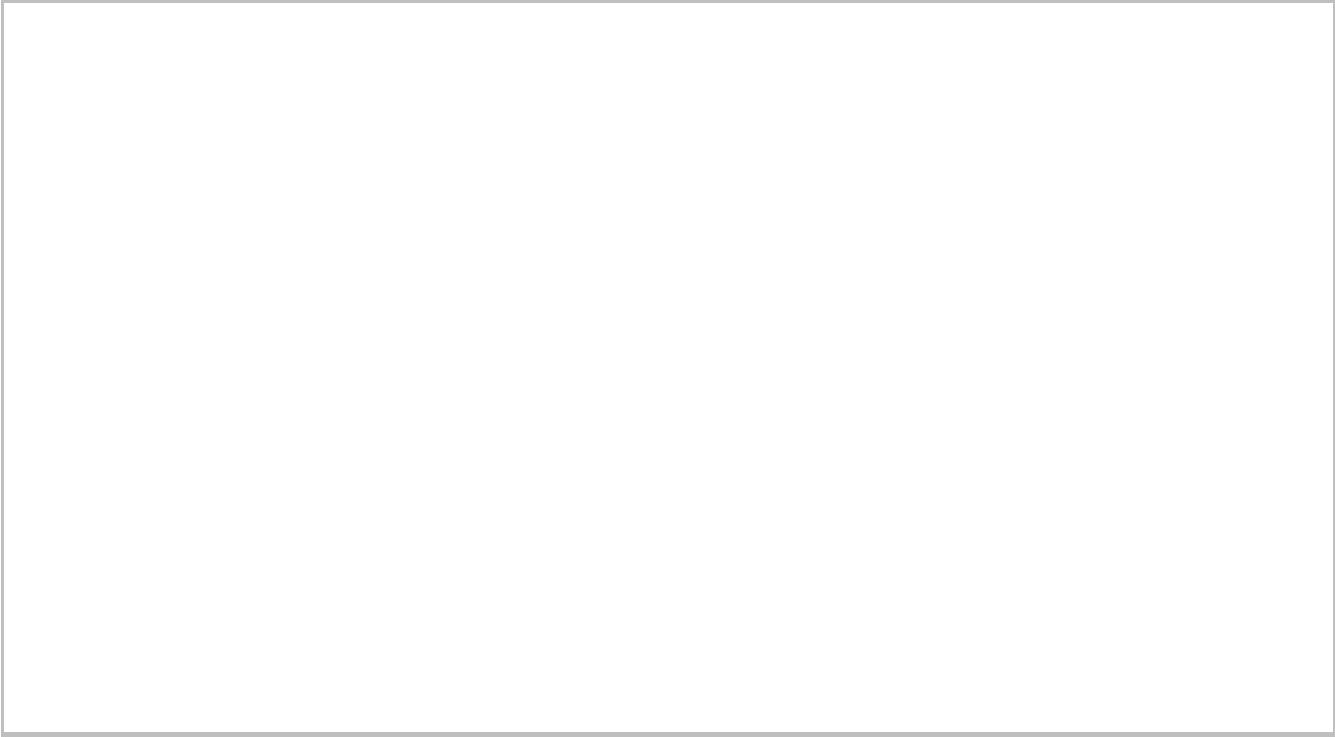
9.2 BENCHMARKS

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9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS



10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAKEVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

--

10.3.2 CASH FLOW PROJECTION

--

10.3.3 BALANCE SHEET

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11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



# BUSINESS MARKETING PLAN TEMPLATE

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