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# Marketing Plan

**[Company Name]**

**[Year]**

 **Prepared by [Name]**

**[Date]**

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# **Marketing Plan**

## Your customers

From your analysis of the various segments in your Business Plan, discuss which segments of the market you will focus on. What are your reasons for doing so?

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What do you know about the customers in your target segments?

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What are they looking for from a product or service such as yours?

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How do they value the relative importance of the various characteristics of your product/service offering (such as price competitiveness, quality of goods, after-sales service, etc)?

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Describe their buying behaviour - when, where and how do they buy?

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What media do they read, watch and listen to?

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Outline any specific customers, contracts or orders that you have in place.

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## Strengths, weaknesses, opportunities, threats

Outline the strengths of your business.

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Outline the weaknesses of your business.

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Outline the opportunities for your business.

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Outline the threats to your business.

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## Sales and marketing objectives

State the sales targets you expect to achieve over three months, one year, five years (choose periods of time relevant to your business). State these in terms of unit sales and $ sales.

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State your marketing objectives, ensuring they are SMART (specific, measurable, achievable, realistic and time-bound).

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## Value proposition

What are the compelling reasons for a customer to purchase your product or service?

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Describe the ideal ‘customer experience’ when dealing with your company or when using your product or service.

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What are your brand values - what feelings and emotions will customers associate with your business, your products and your services?

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From the above statements, summarise how your business will deliver value to the target customers you identified above. This is your customer value proposition.

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## Your product or service

Describe the products or services that your business will sell.

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What are its unique features?

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How will customers use it? Will it change the way they currently do things? What customer problem will it solve?

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How will your range of products or services change over time?

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If it is a new product or service to the market, describe any other markets in which it is currently sold.

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What stage of development has your product or service reached?

What is required to get it ready to market?

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## Pricing

Outline the price structure for your product or service.

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How have you determined this price (market-based, cost-plus, value-based, etc)?

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How does your pricing strategy compare with the market, with your competitors?

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## Promotion

Outline the ways in which you will promote your product or service to the target market. Outline a timeframe and budget for each initiative and, if possible, describe how you will measure the success of each promotional activity (these should link back to your sales and marketing objectives outlined above).

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## Sales and distribution

Describe the channels through which your customers will buy your product or service. Include estimates of the sales expected through each channel.

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Assess the costs and benefits of each channel.

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