

Marketing Plan - short

Mission Statement

A short finely tuned paragraph that considers why the company is in business?

Situational Analysis

Product or service analysis - Describe the product or service(s) offerings in terms of: product or service attributes, pricing, distribution, promotion and services offered.

Target Market(s) - Describe the target market demographic/psychographic profile, the characteristics of targeted customers and their usage of the product or service. Describe the product or service positioning, market attitudes, market size estimates and the purchasing process of the customer.

Sales Channels - Describe the distributor network and channels/supply chain employed to sell and deliver the product or service:

Competitive Analysis - Describe direct competitors in terms of target markets served, product or service attributes, pricing, promotion, distribution including the distributor network and service levels. Discuss competitor strengths and weaknesses and any potential market trends.

Financial Analysis for Product or service - Provide a sales analysis including overall industry sales and market share, total market sales, total for company's product or service(s), total for competition and segments/product or service categories. Include a profitability analysis and marketing expenditure with direct and indirect expenses.

Environmental Problems and Opportunities - Describe trends, events, conditions that and may impact the company's product or service(s) or the market.

Summary of Situation - Summarize all information in the Situational Analysis. Provide a **SWOT** analysis for the company's product or service(s) that includes: **Strengths, Weaknesses, Opportunities, Threats.**

Marketing Strategy and Objectives

*Provide a clear picture of the direction the product or service will take. Identify the key strategies and objectives for the product or service(s). Objectives should be **SMACO** - Specific, Measurable, Actionable, Clear, Ownable.*

Marketing Strategy - Identify the general marketing strategy under which this plan is being developed. Market growth, Market stability, Cost control, Market exit.

Financial Objectives - Outline the effect it will have on the bottom line through customer sales, channel sales, margins, profitability and ratios.

Marketing Objectives - Describe targets to be achieved: target market objectives, customer objectives, purchase objectives, promotional objectives, channel objectives, market research objectives and R&D objectives.

Tactical Marketing Programme

Detailed tactics to be carried out to achieve the objectives and goals previously established, including details and timetables for the key decision areas: target markets, product or service, promotion, pricing, distribution, other areas

Target Market Issues - For existing target markets, identification will be relatively easy, however still include justification for continuing with this market. For new markets, include the sales forecast and likelihood scenarios, best case, worst case, and probable case, when developing the sales forecast. Describe the methods used to change/influence target market.

Product or Service Issues - Discuss the decisions to be made for the products or services. Make sure to consider all aspects of product or service decision (branding, labeling and packaging) and not just the product or service itself. Also, keep in mind the potential impact on distributors.

Promotion Issues - Describe how the product or service will be promoted the major areas – advertising, sales promotion, public relations, personal selling and new media. Include promotional timetables and lead times. Discuss any planned interaction between the promotional areas if more than one is being used.

Distribution Issues - The distribution plan for the product or service including network/value chain decisions, types of channels used, level of market coverage/availability, outlets handling product or service, perceived product or service positioning and distribution costs.

Pricing Issues - Pricing decisions should consider market situation, competitors, economic conditions and customers. Describe pricing decisions by model/product or service, segment, channel, geography and include adjustments and allowances (discounting), factors affecting price setting, demand considerations and pricing options.

Other Areas - Customer support service and marketing research and any other others.

Budgeting, Performance Analysis and Implementation

These activities consist of three key areas: marketing budget, performance analysis and the implementation schedule.

The Marketing Budget - Describe the spending requirements necessary for meeting the plan's objectives. Outline spending requirements for each tactical marketing decision and show spending by product or service, segment/geographic area and distribution network/channel.

Performance Analysis - Outline the financial implications of the plan and contributions to the company's bottom line. Include marketing contribution, breakdown and breakeven analysis. You will need to establish fixed costs and variable costs.

Implementation - Outline how and who the plan will be carried out by including a detailed schedule of tasks and those responsible.

Additional Considerations

Internal Factors - Discuss company factors that may affect the plan.

External Factors - Discuss outside factors that may affect the plan.