

# MARKETING PLAN

PREPARED BY	TITLE	DATE
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APPROVED BY	TITLE	DATE

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1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

3. VISION STATEMENT

4. SITUATIONAL ANALYSIS

4.1 5C ANALYSIS

4.1.1 COMPANY

4.1.2 COLLABORATORS

4.1.3 CUSTOMERS

4.1.4 COMPETITORS

4.1.5 CLIMATE

4.2 SWOT ANALYSIS

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

5. CORE CAPABILITIES

CAPABILITY ONE

CAPABILITY TWO

CAPABILITY THREE

6. GOALS

6.1 BUSINESS GOALS

6.2 SALES GOALS



6.3 FINANCIAL GOALS

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

6.4 MARKETING GOALS

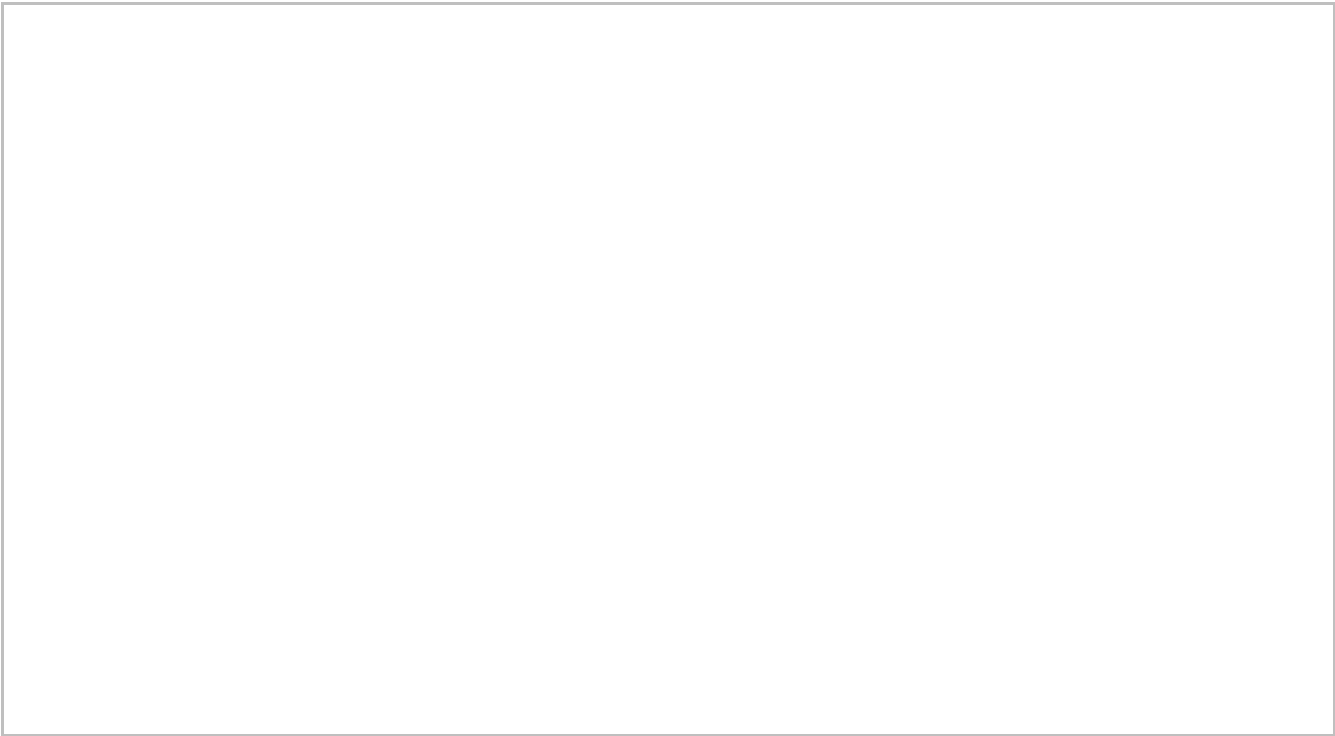
A large, empty rectangular box with a thin grey border, intended for the user to enter their marketing goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the user to provide information related to the '7.1 INFORMATION COLLECTION' section.

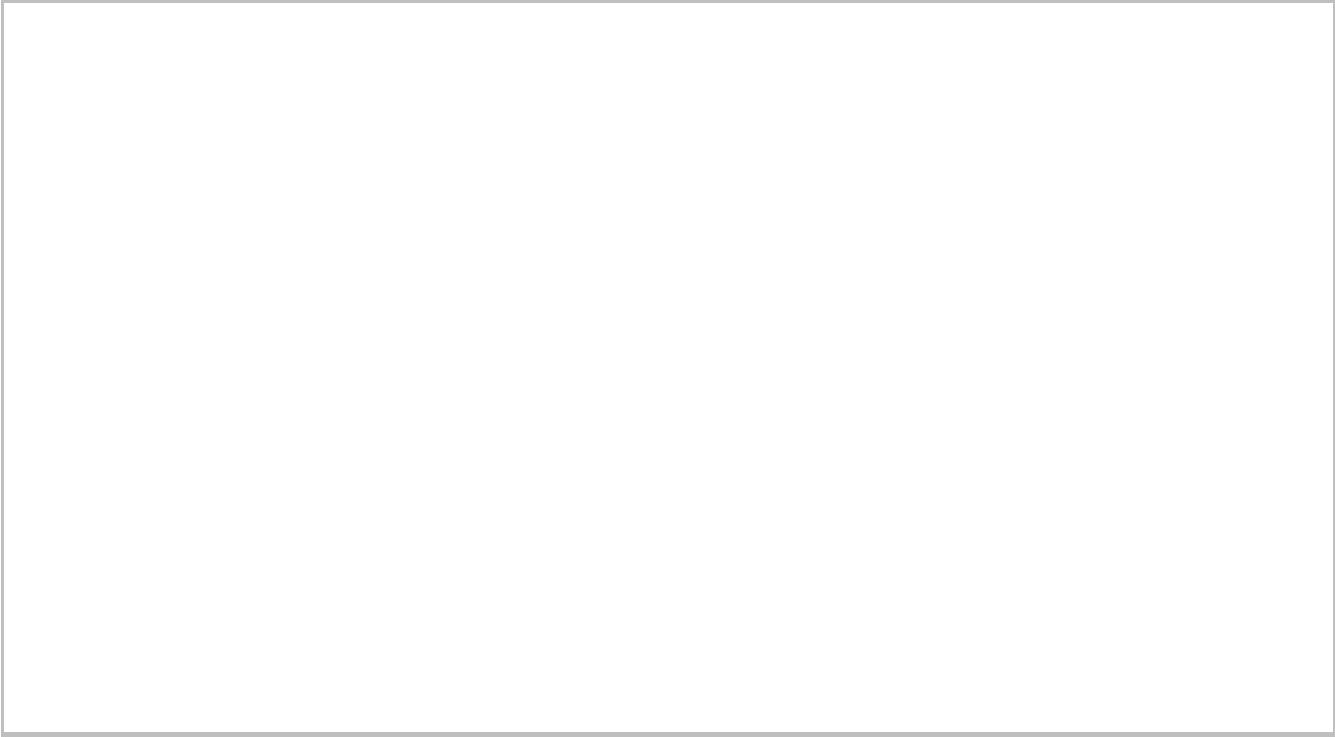
7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for the user to describe pain points related to the '7.2 PAIN POINTS' section.

7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

A large, empty rectangular box with a thin grey border, intended for the content of section 8.1.

8.2 UNIQUE SELLING PROPOSITION (USP)


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8.3 BRANDING

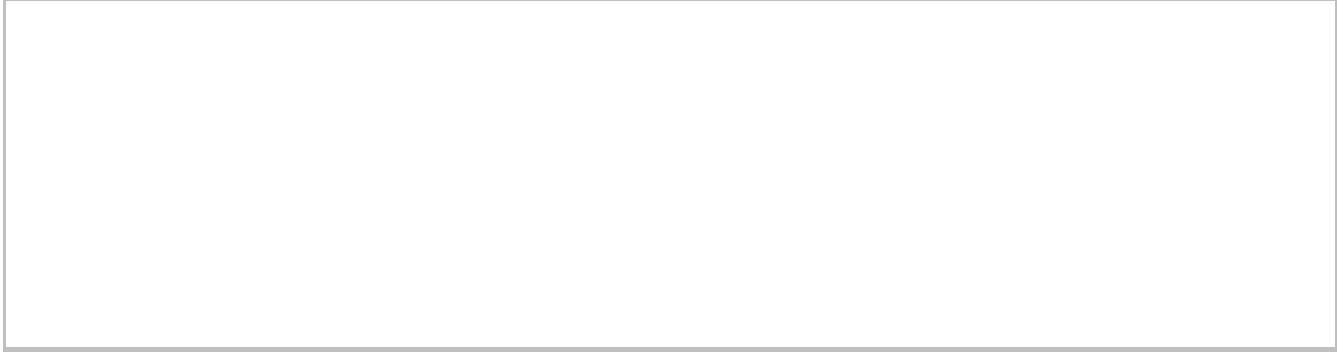


8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT



8.4.2 PRICE




8.4.3 PLACE

8.4.4 PROMOTION

8.5 MARKETING CHANNELS

8.6 BUDGET



9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE

A large, empty rectangular box with a thin grey border, intended for the content of section 9.1.

9.2 BENCHMARKS

A large, empty rectangular box with a thin grey border, intended for the content of section 9.2.



9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

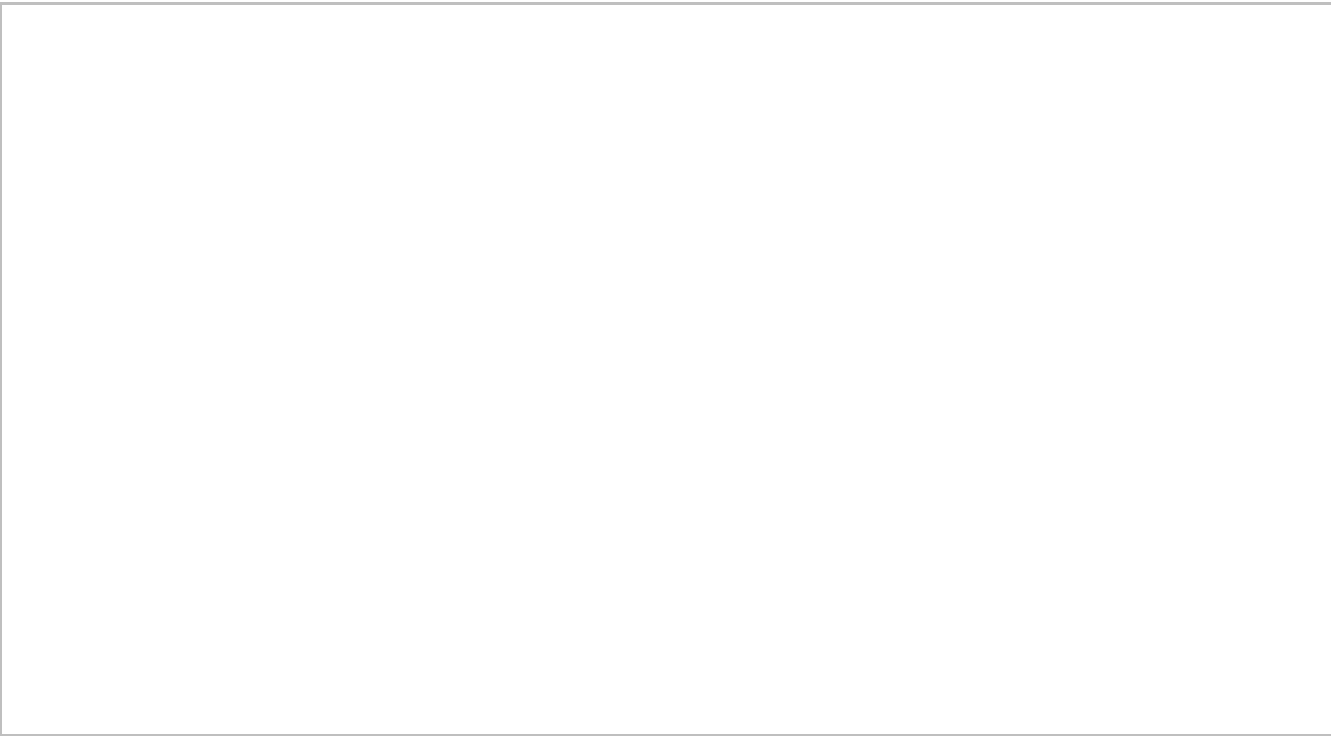


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAKEVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

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10.3.2 CASH FLOW PROJECTION

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10.3.3 BALANCE SHEET

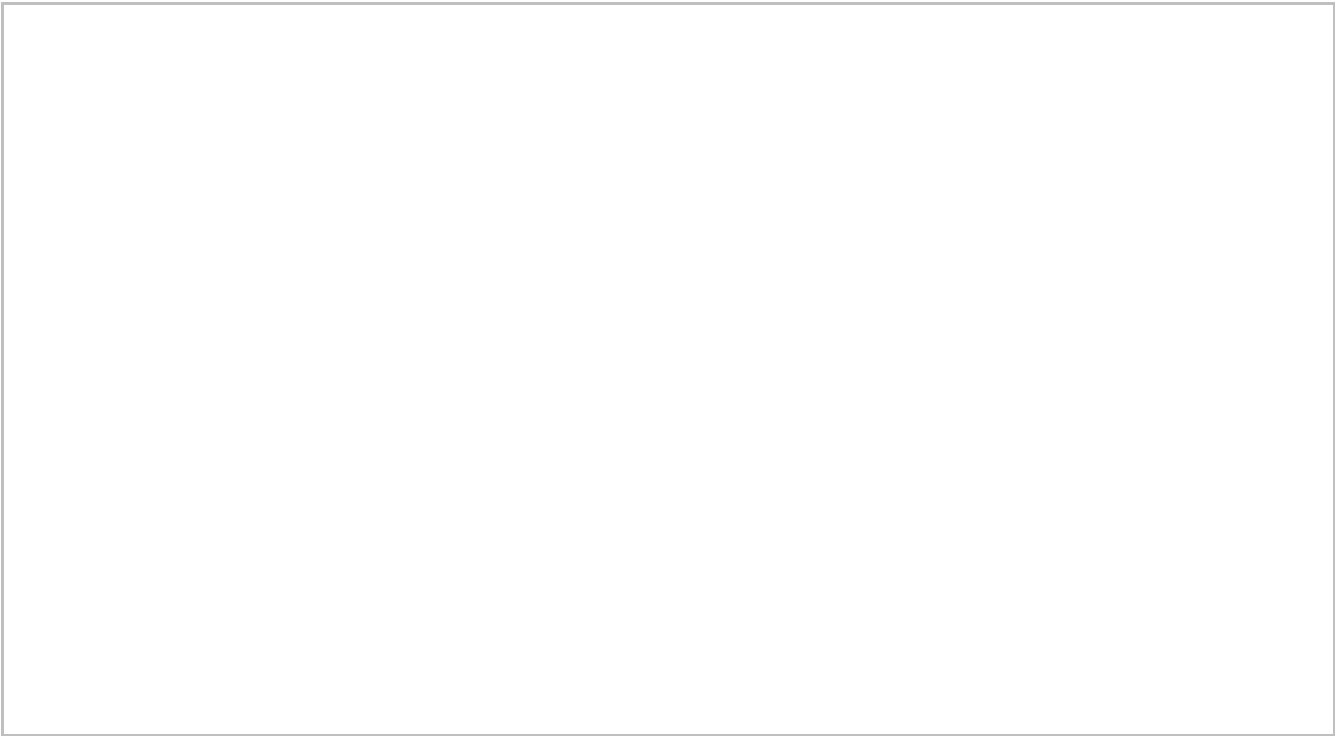
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11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



## MARKETING PLAN TEMPLATE

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