

# MARKETING PLAN

PREPARED BY	TITLE	DATE
EMAIL	PHONE	
APPROVED BY	TITLE	DATE

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1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

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3. VISION STATEMENT

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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

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6.4 MARKETING GOALS

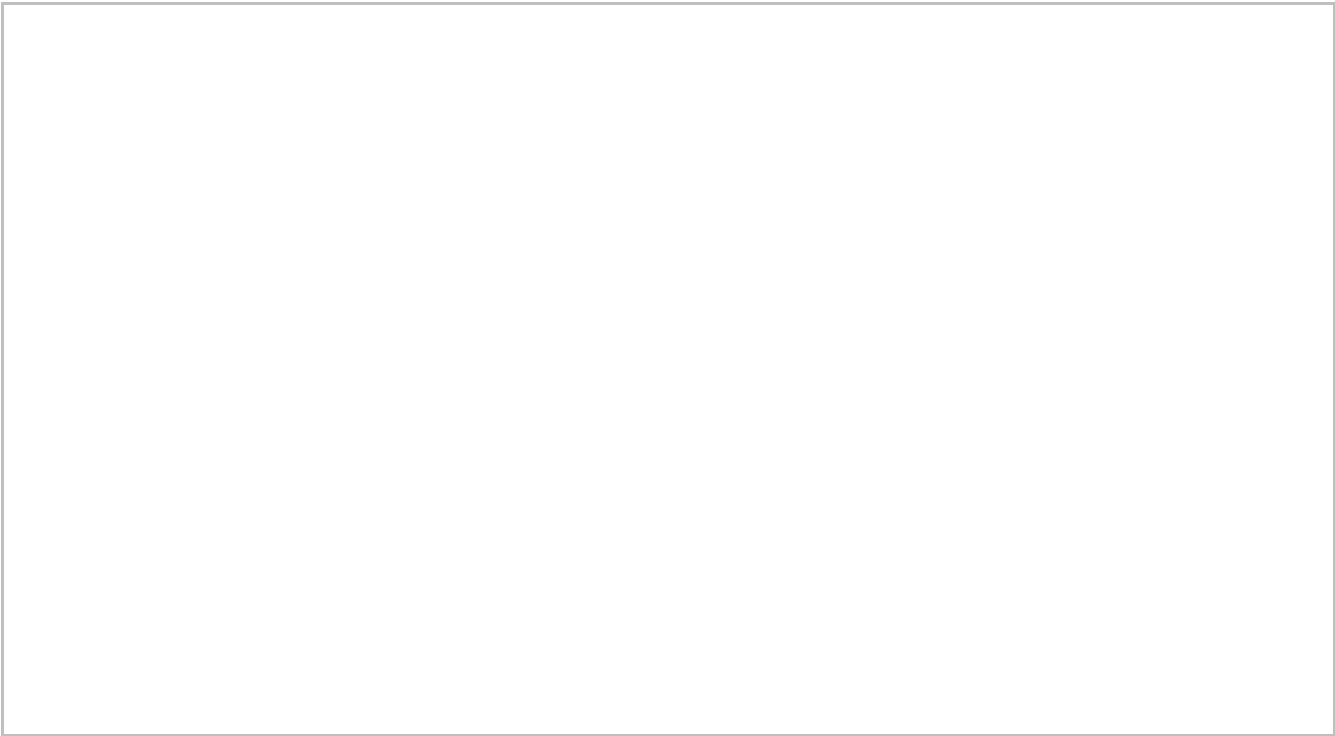
A large, empty rectangular box with a thin grey border, intended for the user to enter their marketing goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the collection of information related to the target market.

7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for identifying and describing pain points related to the target market.

7.3 SOLUTIONS



7.4 BUYER PERSONA

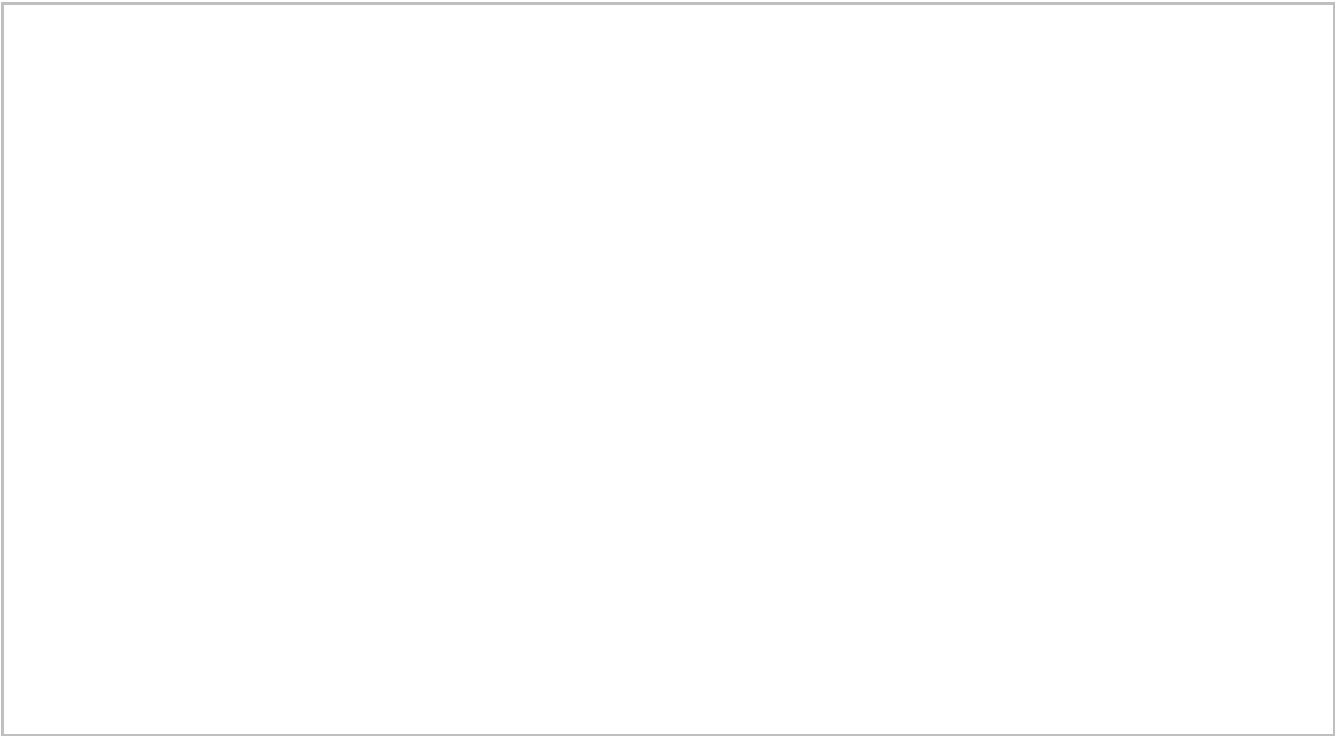


8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

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8.2 UNIQUE SELLING PROPOSITION (USP)

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8.3 BRANDING

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8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT

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8.4.2 PRICE

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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

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9.2 BENCHMARKS

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9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

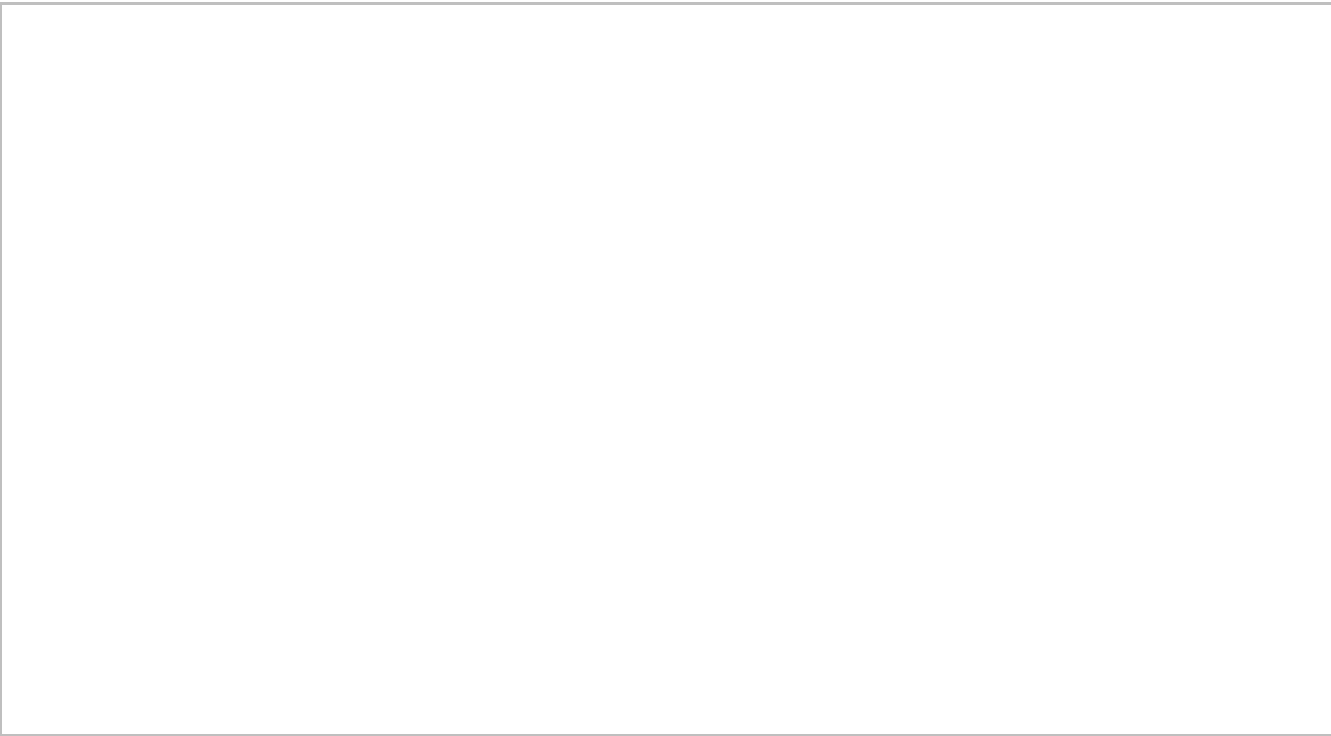


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAKEVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

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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



# MARKETING PLAN TEMPLATE

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