

Marketing Plan

This is the marketing plan of	
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I. MARKET ANALYSIS

Target Market - Who are the customers?

1. We will be selling primarily to (check all that apply):

Sector	% of Business
Private	
Wholesalers	
Retailers	
Government	
Other:	

2. We will be targeting customers by:

Product line/services?	We will target these specific lines:
Geographic area?	Which areas?
Sales?	We will target sales of:
Industry?	Our target industry is:
Other?	

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3. How much will our selected market(s) spend on our type of product or service this coming year?

\$

Competition

1. Who are our competitors?

Name	
Address Years in Business	
Price/Strategy	
Product/Service Features	
Other important facts	

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2. How competitive is the market?

High Medium Low

3. Strengths and Weaknesses

Our strengths and weaknesses, compared to our competition, are (consider such areas as location, size of resources, reputation, services, and personnel):

Strengths	1.
	2.
	3.
	4.

Weaknesses	1.
	2.
	3.
	4.

4. Environment

The following are some important economic factors that will affect our product or service (such as country growth, industry health, economic trends, taxes, rising energy prices):

1.
2.
3.
4.

5. Legal

The following are some important legal factors that will affect our market:

1.
2.
3.
4.

6. Government

The following are some important government factors:

1.
2.
3.
4.

7. Other Factors

The following are other environmental factors that will affect our market, but over which we have no control:

1.
2.
3.

4.

II. PRODUCT OR SERVICE ANALYSIS

A. Description

This what our product/service is and what it does:

B. Comparison

1. The advantages our product/service has over those of the competition are (consider such things as unique features, patents, expertise, special training):

2. Its disadvantages are:

C. Some Considerations

1. Here's where we'll get our materials and supplies:

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2. Other considerations:

III. MARKETING STRATEGIES - MARKET MIX

A. Image

What kind of image do we want to have (such as cheap but good, exclusive, customer-oriented, highest-quality, convenient, speedy)?:

1.
2.
3.
4.

B. Features

1. The features we will emphasize are:

1.
2.
3.

4.

C. Pricing

1. We will be using the following pricing strategy:

- a. Markup on cost
- b. Suggested price
- c. Competitive
- d. Below competition
- e. Premium price
- f. Other

2. Are our prices in line with our image?

Yes No

3. Do our prices cover costs and leave a margin of profit?

Yes No

D. Customer Services

1. We provide the following customer services:

2. These are our sales/credit terms:

3. The competition offers the following services:

E. Advertising/Promotion

1. These are the things we wish to say about the business:

2. We will use the following advertising/promotion services:

a. Television	e. Trade Associations	i. Billboard
b. Radio	f. Newspapers	Other
c. Direct Mail	g. Magazines	
d. Personal Contacts	h. Yellow Pages	

3. These are the reasons why we believe that the media we've chosen are the most effective:

This information was excerpted from a 48-page U.S. Small Business Administration publication entitled *The Business Plan- Road Map To Success*.

