

1.0 Executive Summary

1.1 What are the reasons or general aims of developing this strategy

1.2 What is the conclusion of this plan (to be completed after development)

2.0 Market Overview

2.1 Customer information

- Who are you targeting? Describe the person(s) you want to reach and their role in the decision process. (What useful demographic information is available to assist in locating and reaching this person?)
 - Where do they live/work/operate?
 - Define any distinct market/sector groups?
 - What is this market/sector looking for?
 - What are their basic needs?
 - What stimulates their decision? (Cost? Quality? Environment? staff?)
 - Who are their reference groups? (What other influences are there?)

2.2 Market information

- What is the market/sector size? (nature and extent of demand)
- Who are your identified competitors (alternative providers)? How are they better/worse/different?
- What is our market share and the share for each participant? Is market share relevant? (Please include rationale)
- What are past and predicted trends in market?

2.3 Industry information

(Describe any factors relating to the course area/ industry)

- Is the relevant Industry/Profession/vocation/interest group growing?
- Are there any rules, regulations, acts or restrictions that affect the industry?
- Are there any conflicts in needs or wants between significant industry and other stakeholder groups?

2.4 Product information

- Describe the course(s) and the major selling points and/or issues
- In one sentence, what is the single most important thing about your course(s)
- How do people think/feel about the product now?
- How do we want them to think/act/feel?
- How is it currently promoted?

3.0 SWOT and issue analysis

- What are the product strengths?
- What are the product's weaknesses?
- What opportunities do you see for the product?
- What threatens your product?

**What are the key issues arising from SWOT that must be addressed in this plan?
What strategic questions and information need areas remain unresolved?**

Part Two

(This section will be developed in conjunction with marketing)

4.0 Marketing Objectives and Strategy

This is a series of objectives decided upon to meet agreed marketing objectives and goals reflected in the aim of the strategy outlined in the executive summary, based on the information provided. Ideally you should be able to identify one primary objective and two secondary (all measurable).

5.0 Controls and Evaluation

5.1 How will success in meeting marketing (or sector) objectives outlined in this plan be monitored?

This is an agreed series of goals that are considered achievable and measurable indicators of the overall marketing effort.

5.2 How will the contribution made by promotional and communications effort in the achievement of marketing objectives be measured or ascertained?

This is an agreed series of goals that are considered achievable and measurable indicators of the contribution and effectiveness of promotional and communications effort in the achievement of specified marketing and sector objectives in this plan.

6.0 Budget determination

What is the size and source of budget allocation for this plan and how was this determined?

7.0 Action Plans

This is a series of promotional and communications programs to meet the objectives. These are broken down into a series of tasks which are allocated to individuals and given completion dates. They also include costs and indicators of achievement.

Template 2

This is the marketing plan of _____

I. MARKET ANALYSIS

A. Target Market - Who are the customers?

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

		Total Percent of Business
a. Private sector	<input type="checkbox"/>	%
b. Wholesalers	<input type="checkbox"/>	%

- c. Retailers %
- d. Government %
- e. Other %

2. We will be targeting customers by:

- a. Product line
We will target specific lines _____
- b. Geographic area? Which areas? _____
- c. Sales? We will target sales of _____
- d. Industry? Our target industry is _____
- e. Other? _____

3. How much will our selected market spend on our type of product or service this coming year? \$_____

B. Competition

1. Who are our competitors?

NAME _____

ADDRESS _____

Years in business _____

Market share _____

Price/Strategy _____

Product/Service
Features _____

NAME _____

ADDRESS _____

Years in business _____

Market share _____

Price/Strategy _____

Product/Service
Features _____

2. How competitive is the market?

High _____

Medium _____

Low _____

3. List below your strengths and weaknesses compared to your competition (consider such areas as location, size of resources, reputation, services, personnel, etc.):

Strengths

Weaknesses

1. _____ 1. _____

2. _____ 2. _____

3. _____ 3. _____

4. _____ 4. _____

C. Environment

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

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

3. The following are some important government factors:

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

II. PRODUCT OR SERVICE ANALYSIS

A. Description

1. Describe here what the product/service is and what it does:

B. Comparison

1. What advantages does our product/service have over those of the competition (consider such things as unique features, patents, expertise, special training, etc.)?

2. What disadvantages does it have?

C. Some Considerations

1. Where will you get your materials and supplies?

2. List other considerations:

III. MARKETING STRATEGIES - MARKET MIX

A. Image

1. First, what kind of image do we want to have (such as cheap but good, or exclusiveness, or customer-oriented, or highest quality, or convenience, or speed, or ...)?

B. Features

1. List the features we will emphasize:

- a. _____
- b. _____
- c. _____

C. Pricing

1. We will be using the following pricing strategy:

- a. Markup on cost _____ What % markup? _____
- 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. List the customer services we provide:

a. _____

b. _____

c. _____

2. These are our sales/credit terms:

a. _____

b. _____

c. _____

3. The competition offers the following services:

a. _____

b. _____

c. _____

E. Advertising/Promotion

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

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

1. Television _____

2. Radio _____

3. Direct mail _____

4. Personal contacts _____

5. Trade associations _____

6. Newspaper _____

7. Magazines _____

- 8. Yellow Pages _____
- 9. Billboard _____
- 10. Other _____

3. The following are the reasons why we consider the media we have chosen to be the most effective:
