

Marketing Plan Outline

I. Executive Summary

High level summary of the marketing plan.

II. The Challenge

Brief description of product to be marketed and associated goals, such as sales figures and strategic goals

III. Situational Analysis

Company Analysis

- Goals
- Focus
- Culture
- Strengths
- Weaknesses
- Market share

Customer Analysis

- Number
- Type
- Value drivers
- Decision process
- Concentration of customer base for particular products

Competitor Analysis

- Market position
- Strengths
- Weaknesses
- Market shares

Collaborators

- Subsidiaries, joint ventures, and distributors

PEST analysis

- Political and legal environment
- Economic environment
- Social and cultural environment
- Technological environment

SWOT Analysis

- Internal attributes - strengths & weaknesses
- External attributes - opportunities & threats

IV. Market Segmentation

- Description
- Percent of sales
- What they want
- How they use the product
- Support requirements
- How to reach them
- Price sensitivity

V. Alternative Marketing Strategies

List and discuss the alternatives that were considered before arriving at the recommended strategy. Alternatives might include discounting a product, re-branding, positioning as a premium or value product.

VI. Selected Marketing Strategy

Discuss why the strategy was selected, then the marketing decisions (4 P's) of product, price, place, and promotion.

Product

The product decision should consider the product's advantages and how they will be leveraged. Product decisions should include:

- Brand name
- Quality
- Scope of product line
- Warranty
- Packaging

Price

Discuss pricing strategy, expected volume, and decisions for the following pricing variables:

- List price
- Discounts
- Bundling
- Payment terms and financing options
- Leasing options

Place (distribution)

Decision variables include:

- Distribution channels, such as direct mail, distributors and intermediates
- Motivating the channel - for example, distributor margins
- Criteria for evaluation distributors
- Locations
- Logistics, including transportation, warehousing, and order fulfillment

Promotion

- Advertising
- Public relations
- Promotional programs
- Budget, determine break-even point for any additional spending
- Projected results of the promotional programs

VII. Short & Long-term Projections

The selected strategy's immediate effects, expected long-term results, and any special actions required to achieve them. This section may include forecasts of revenues and expenses as well as the results of a break-even analysis

VIII. Conclusion

Summarize all of the above.

Appendix
Exhibits