



Marketing Plan

1. Business Priority

What is business priority driving the marketing plan?

2. Customer Proposition

For each actual/potential target segment:

- Who are the customers (geography, usage, application, demography, social class, attitude, personality, lifestyle etc.)?
- Why are there benefits?
- What are the distinctive/competitive advantages of the customer proposition?

3. Market Analysis

- What are the sources and systems for marketing information: databases, market research, customer feedback, interviews, surveys, complaints?
- What does the business/organisation do?
- What are the customer demands, needs, wants, usage, frequency and influences?
- What is the state of the competition e.g. market position/share, reputation, customer propositions, prices, strengths, weaknesses?
- How is the environment, market and segment changing?
- What are the strengths, weaknesses, opportunities and threats?
- What are the dominant demands?



Marketing Plan (continued)

4. Marketing Mix

For each actual/potential segment what is the marketing mix:

- Product: specification, styling, functions, materials, range/variety, service/warranty policy etc.
- Price: list price, discounts, credit, allowances, leasing, service prices etc.
- Promotion: advertising, selling, public relations, brochures, exhibitions, gifts, packaging, point of sale promotion, direct mail, telephone selling, sponsorship, referrals etc.
- Place: outlets, stocking policy, delivery frequency, minimum order size, method of delivery, use of wholesalers, choice of retailers etc.

5. Project/Action Plans

For each actual/potential segment what is the plan?

- What is the purpose of the plan?
- How am I going to implement the plan?
- What are the projected costs and benefits?