

# MARKETING PLAN

PREPARED BY	TITLE	DATE
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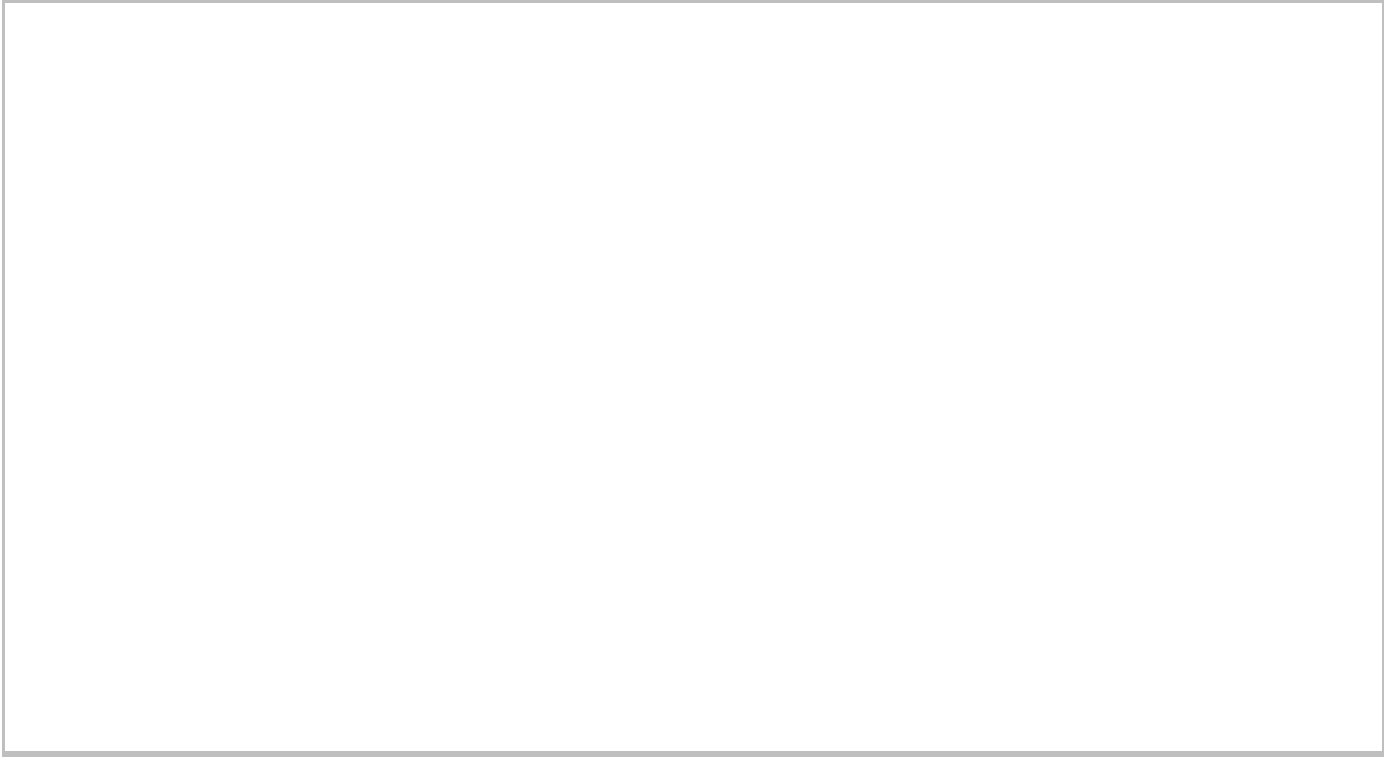
1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

A large, empty rectangular box with a thin black border, intended for writing the organization's mission statement.

3. VISION STATEMENT

A large, empty rectangular box with a thin black border, intended for writing the organization's vision statement.

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 SHORT-TERM GOALS

6.1.1 FINANCIAL

[Empty box for Financial goals]

6.1.2 PRODUCT

[Empty box for Product goals]

6.1.3 HUMAN RESOURCES

[Empty box for Human Resources goals]

6.1.4 MARKETING

[Empty box for Marketing goals]

6.2 LONG-TERM GOALS

6.2.1 FINANCIAL

6.2.2 PRODUCT

6.2.3 HUMAN RESOURCES

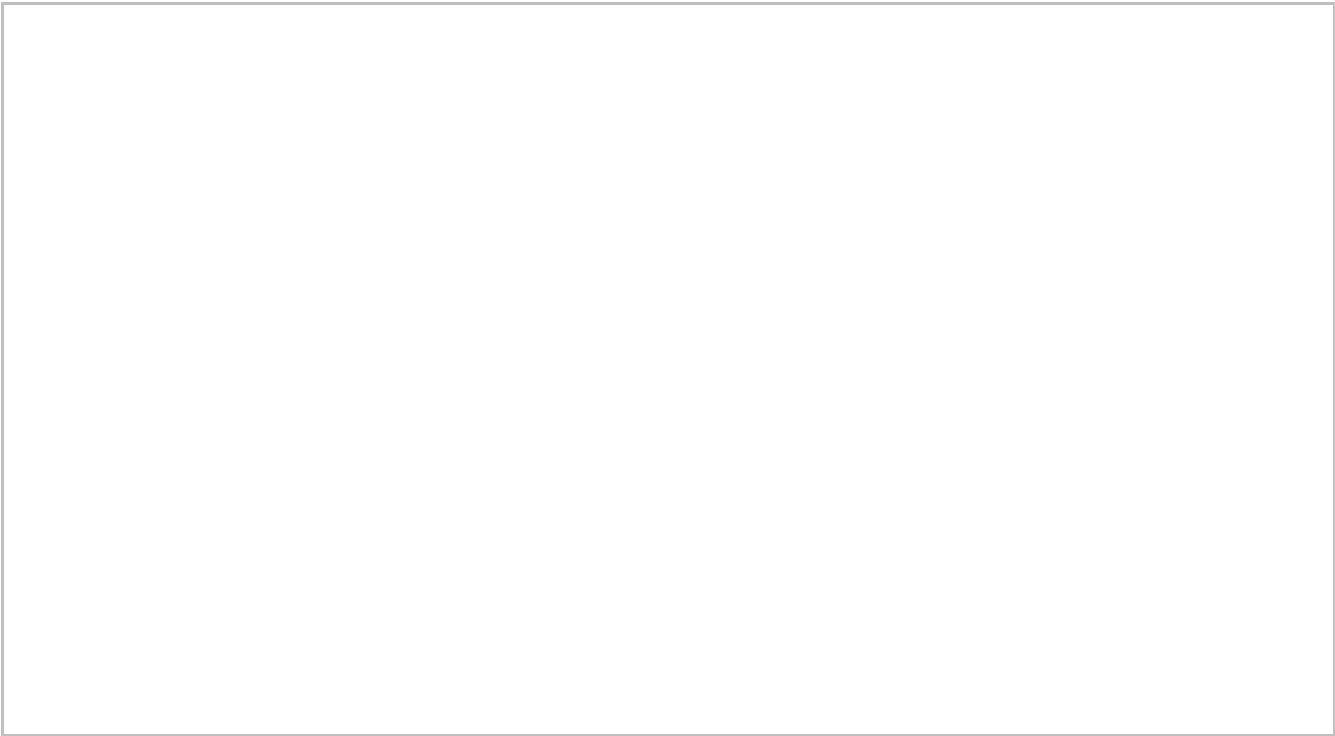
6.2.4 MARKETING

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the user to provide information related to the '7.1 INFORMATION COLLECTION' section.

7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for the user to describe pain points related to the '7.2 PAIN POINTS' section.

7.3 SOLUTIONS



7.4 BUYER PERSONA

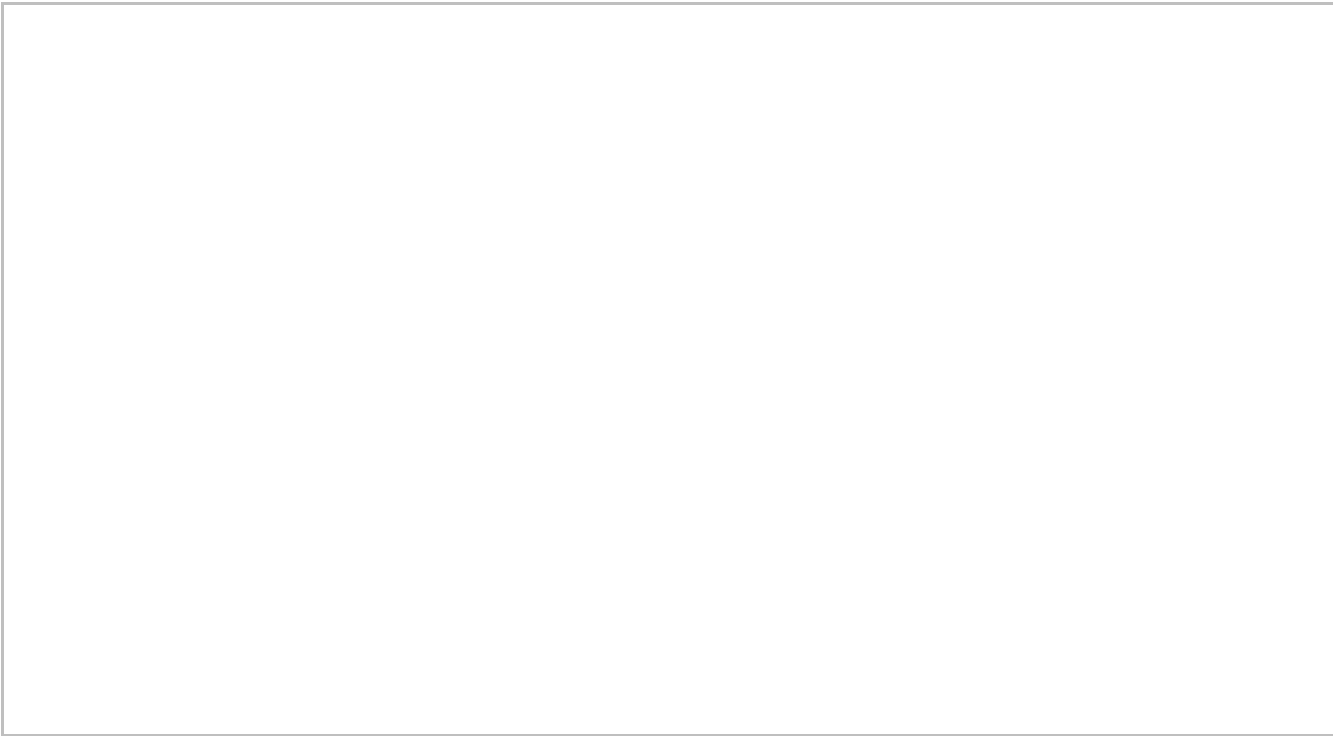


8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

A large, empty rectangular box with a thin grey border, intended for the user to provide details about the buyer's buying cycle.

8.2 UNIQUE SELLING PROPOSITION (USP)

A large, empty rectangular box with a thin grey border, intended for the user to provide details about the unique selling proposition (USP).

8.3 BRANDING



8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT



8.4.2 PRICE




8.4.3 PLACE

8.4.4 PROMOTION

8.5 MARKETING CHANNELS

8.6 BUDGET



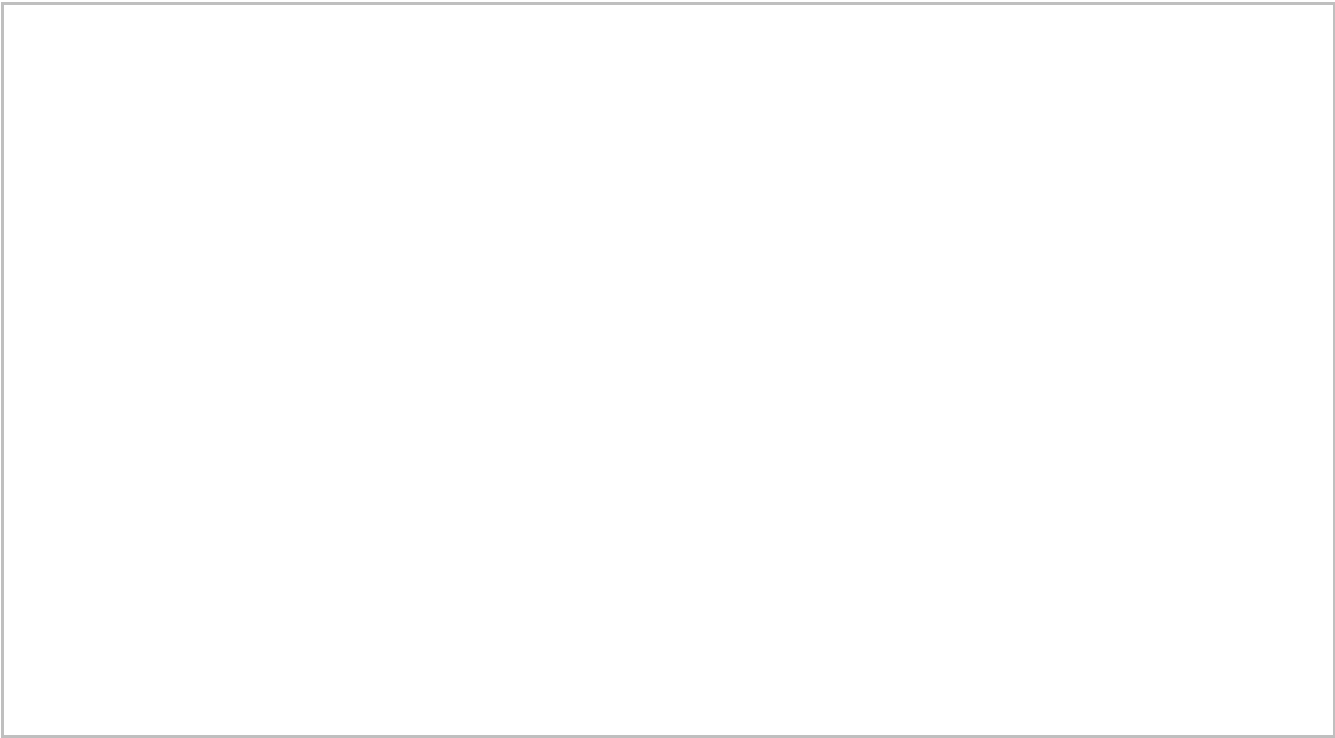


9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE



9.2 BENCHMARKS



9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

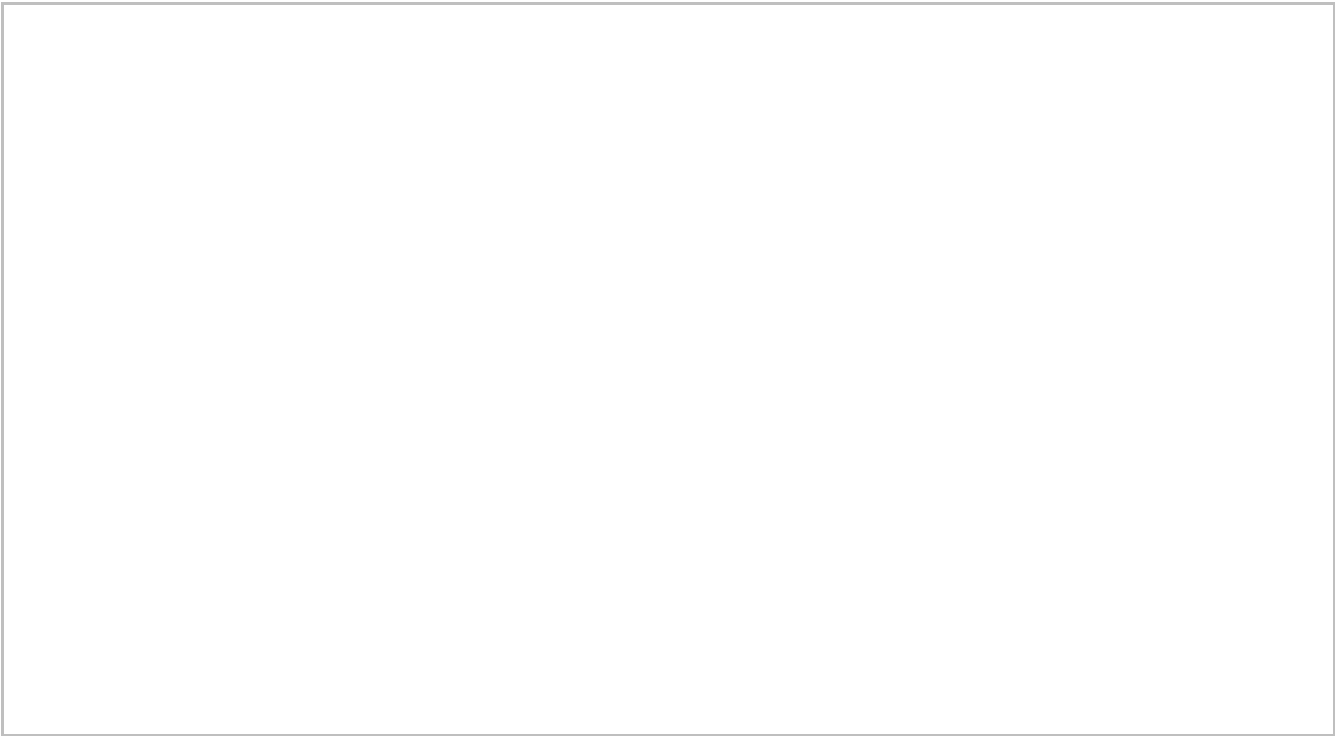


10. FINANCIAL SUMMARY

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

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10.3.3 BALANCE SHEET

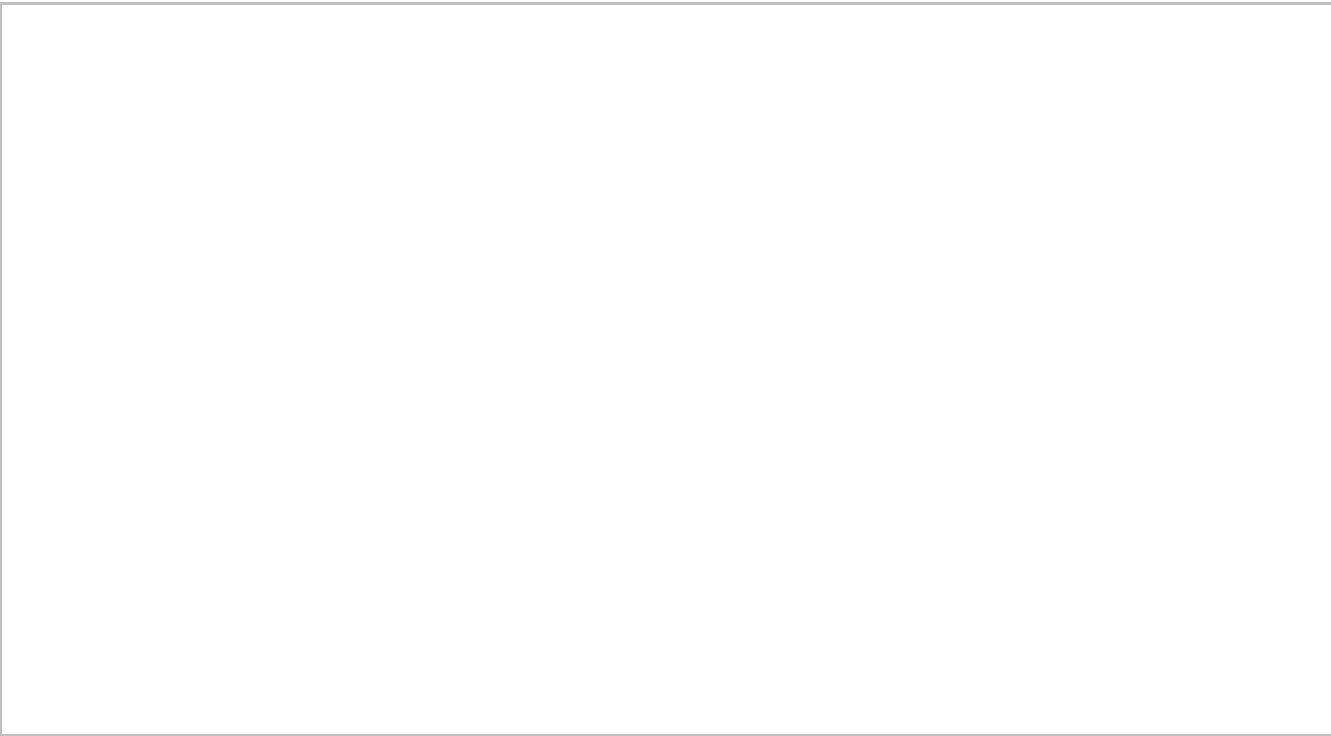
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11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



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