

MARKETING PROJECT PLAN

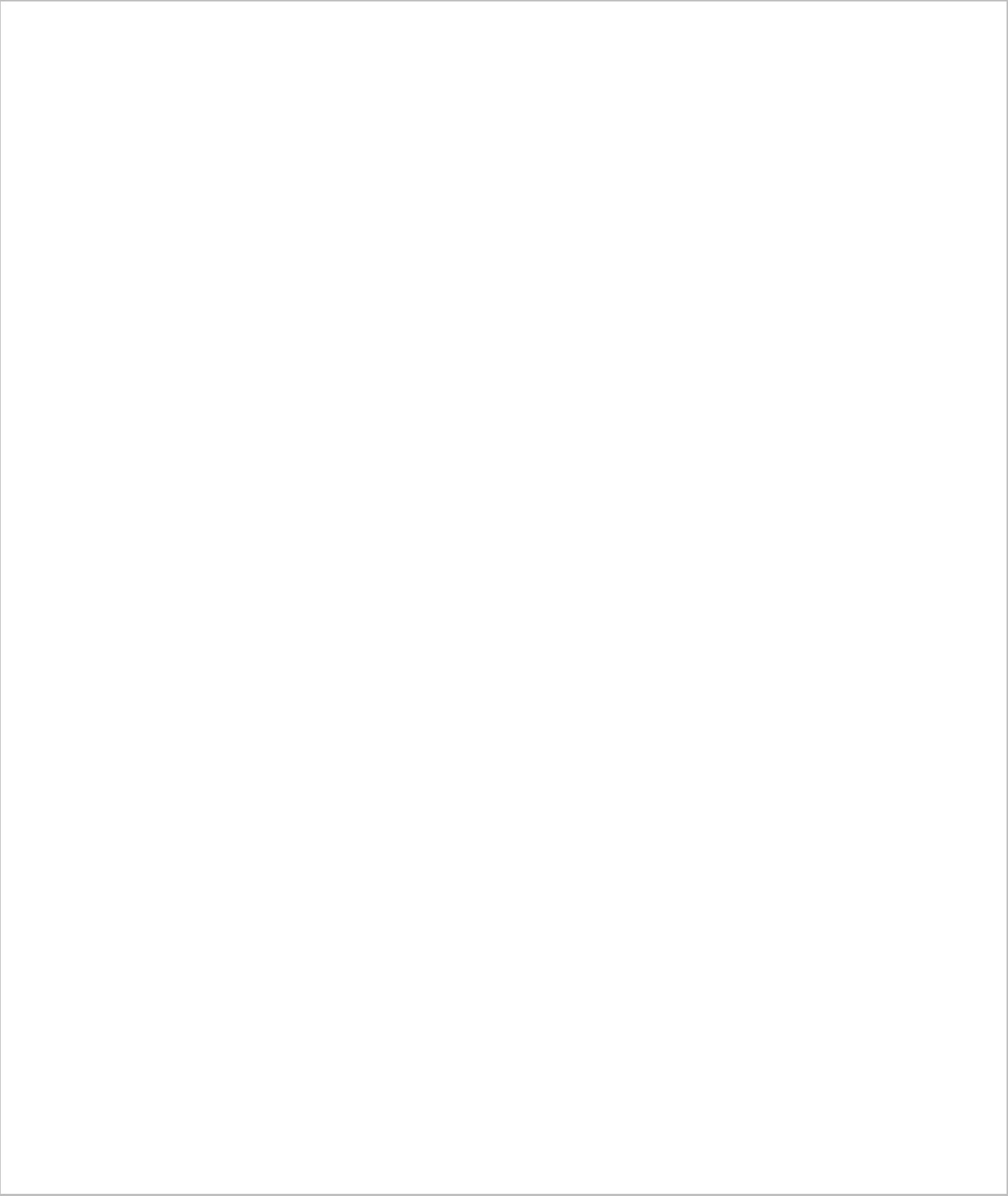
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1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

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3. VISION STATEMENT

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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

6.1.2 PRODUCT

6.1.3 HUMAN RESOURCES

6.1.4 MARKETING

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

7.2 PAIN POINTS

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

A large, empty rectangular box with a thin grey border, intended for content related to the '8.3 BRANDING' section.

8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT

A large, empty rectangular box with a thin grey border, intended for content related to the '8.4.1 PRODUCT' section.

8.4.2 PRICE

A large, empty rectangular box with a thin grey border, intended for content related to the '8.4.2 PRICE' section.

8.4.3 PLACE

8.4.4 PROMOTION

8.5 MARKETING CHANNELS

8.6 BUDGET

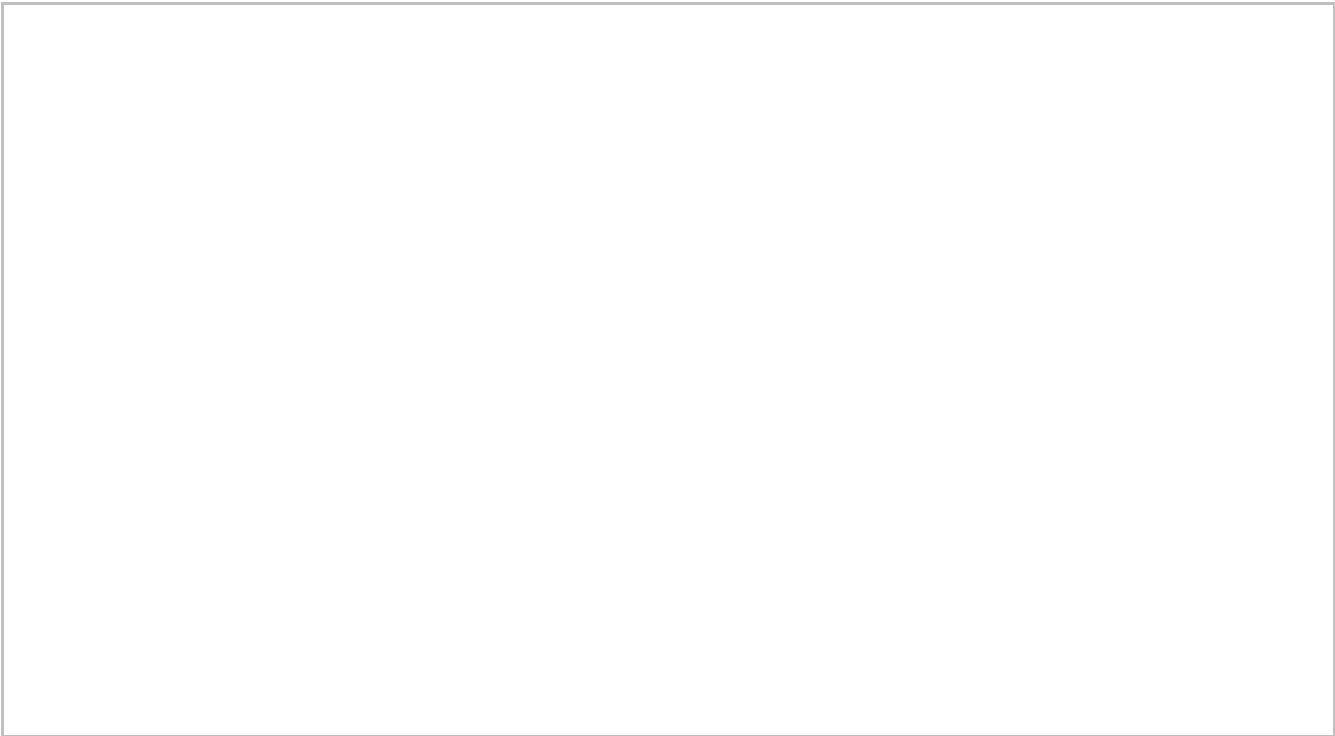


9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE



9.2 BENCHMARKS



9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

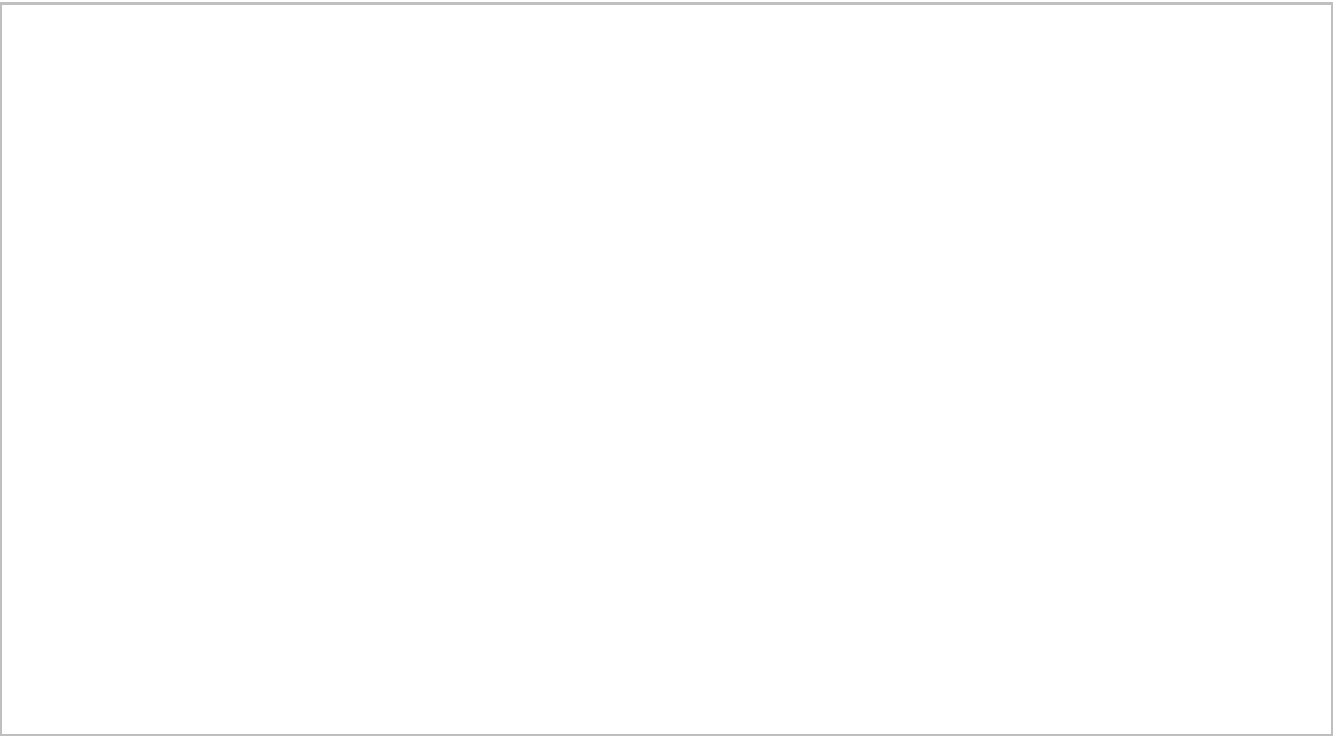


10. FINANCIAL SUMMARY

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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