

Marketing Plan Outline

1. Introduction
2. Situation Analysis
 - a. Market description
 - i. Segment 1
 1. Description
 2. Expected % of sales
 3. What consumers want
 4. How consumers will use the product
 5. Support requirements
 6. How to reach them
 7. Price sensitivity
 - ii. Segment 2
 - iii. Segment 3
 - iv. Etc.
 - b. Competitive review including discussion of market position, strengths, weaknesses, market share.
 - c. Distribution review
3. Strengths, Weaknesses, Opportunities and Threat Analysis
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
4. Objectives and Issues
 - a. First year objectives
 - b. Second year objectives
 - c. Issues
5. Product Strategy
 - a. Positioning
 - b. Product Strategy
 - c. Pricing Strategy
6. Marketing Strategy
 - a. Marketing Communications
 - b. Advertising
 - c. Promotions
7. Distribution Strategy
8. Action Programs
 - a. Month 1
 - b. Month 2
 - c. Month 3
 - d. Month 4
 - e. Month 5
 - f. Month 6