

Appendix 1: The Marketing Plan

I. MARKET ANALYSIS

A. Target Market--Who are the customers?

1. We will be selling primarily to (check all that apply):

	Total Percent of Business	
a. Private sector	_____	_____
b. Wholesalers	_____	_____
c. Retailers	_____	_____
d. Government	_____	_____
e. Other	_____	_____

2. We will be targeting customers by:

- a. Product line/services.
We will target specific lines: _____
- b. Geographic area? Which areas? _____
- c. Sales? We will target sales of _____
- d. Industry? Our target industry is: _____
- e. Other? _____

3. How much will our selected market spend on our type of product or service this coming year?

\$ _____

B. Competition

1. Who are our competitors?

NAME _____

ADDRESS _____

Years in Business _____

Market Share _____

Price/Strategy _____

Product/Service Features _____

2. How competitive is the market?

High _____

Medium _____

Low _____

3. List below your strengths and weaknesses compared to your competition (consider such areas as location, size of resources, reputation, services, personnel, etc.):

Strengths	Weaknesses
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____

C. Environment

1. The following are some important economic factors that will affect our product or service (such as trade area growth, industry health, economic trends, taxes, rising energy prices, etc.):

2. The following are some important legal factors that will affect our market:

3. The following are some important government factors:

4. The following are other environmental factors that will affect our market, but over which we have no control:

II. PRODUCT OR SERVICE ANALYSIS

A. Description

1. Describe here what the product/service is and what it does:

B. Comparison

1. What advantages does our product/service have over those of the competition (consider such things as unique features, patents, expertise, special training, etc.)?

2. What disadvantages does it have?

C. Some Considerations

1. Where will you get your materials and supplies?

2. List other considerations:

III. MARKETING STRATEGIES--MARKET MIX

A. Image

1. First, what kind of image do we want to have (such as cheap but good, or exclusiveness, or customer-oriented or highest quality, or convenience, or speed, or...)?

B. Features

1. List the features we will emphasize:

- a.

- b.

- c.

C. Pricing

1. We will be using the following pricing strategy:

- a. Markup on cost _____ What % markup? _____
- b. Suggested price _____
- c. Competitive _____
- d. Below competition _____
- e. Premium price _____
- f. Other _____

2. Are our prices in line with our image?

YES___ NO___

3. Do our prices cover costs and leave a margin of profit?

YES___ NO___

D. Customer Services

1. List the customer services we provide:

a. _____
 b. _____
 c. _____

2. These are our sales/credit terms:

a. _____
 b. _____
 c. _____

3. The competition offers the following services:

a. _____
 b. _____
 c. _____

E. Advertising/Promotion

1. These are the things we wish to say about the business:

2. We will use the following advertising/promotion sources:

- | | |
|-----------------------|-------|
| 1. Internet | _____ |
| 2. Television/Radio | _____ |
| 3. Direct mail | _____ |
| 4. Personal contacts | _____ |
| 5. Trade associations | _____ |
| 6. Newspaper | _____ |
| 7. Magazines | _____ |
| 8. Yellow Pages | _____ |
| 9. Billboard | _____ |
| 10. Other | _____ |

3. The following are the reasons why we consider the media we have chosen to be the most effective:



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