Marketing Plan

1. Executive Summary

2. Situational analysis, Current Situation

2.1. Macro environment
- economy
- legal
- government
- technology
- ecological
- sociocultural
- supply chain

2.2. Market Analysis
- market definition
- market size
- market segmentation
- industry structure and strategic groupings
- Porter 5 forces analysis
- competition and market share
- competitors’ strengths and weaknesses
- market trends

2.3. Customer Analysis
- nature of the buying decision
- participants
- demographics
- psychographics
- buyer motivation and expectations
- loyalty segments

2.4. Internal

Company resources
- financial
- people
- time
- skills
Objectives
- mission statement and vision statement
- corporate objectives
- financial objective
- marketing objectives
- long term objectives
- description of the basic business philosophy
- corporate culture

3. Opportunities / Issue Analysis - SWOT Analysis

3.1. Marketing research
information requirements
research methodology
research results

3.2. Summary of Situation Analysis
- external threats
- external opportunities
- internal strengths
- internal weaknesses
- Critical success factors in the industry
- our sustainable competitive advantage

4. Marketing Strategy

4.1. Segmented marketing actions and market share objectives
by product,
by customer segment,
by geographical market,
by distribution channel.

4.2. Marketing Strategy – Product
product mix
product strengths and weaknesses
perceptual mapping
product life cycle management and new product development
Brand name, brand image, and brand equity
the augmented product
product portfolio analysis
   B.C.G. Analysis
   contribution margin analysis
   G.E. Multi Factoral analysis
   Quality Function Deployment
4.3. Marketing Strategy – Price
pricing objectives
pricing method (eg.: cost plus, demand based, or competitor indexing)
pricing strategy (eg.: skimming, or penetration)
discounts and allowances
price elasticity and customer sensitivity
price zoning
break even analysis at various prices

4.4. Marketing Strategy – Promotion
promotional goals
promotional mix
advertising reach, frequency, flights, theme, and media
sales force requirements, techniques, and management
sales promotion
publicity and public relations
electronic promotion (eg.: Web, or telephone)
word of mouth marketing (buzz)
viral marketing

4.5. Marketing Strategy – Distribution
geographical coverage
distribution channels
physical distribution and logistics
electronic distribution

5. Implementation

5.1. Personnel requirements
assign responsibilities
give incentives
training on selling methods
financial requirements
5.2. Management Information Systems requirements

5.3. Month-by-month agenda

5.4. Monitoring results and benchmarks

5.5. Adjustment mechanism

5.6. Contingencies (What if’s)

5.7. Financial Summary

assumptions
pro-forma monthly income statement
contribution margin analysis
breakeven analysis
Monte Carlo method
ISI: Internet Strategic Intelligence

6. Scenarios

Prediction of Future Scenarios
Plan of Action for each Scenario

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Appendix

pictures and specifications of the new product
results from research already completed