

Sample marketing plan template

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Executive Summary

In half a page or less summarise the most important aspects of the business. Cover aspects of who the company is and what it is about, including unique aspects. Briefly describe the company's history.

In a new paragraph describe the company's mission, vision and its goals (including financial and non-financial). You may also choose to include a paragraph about core competencies.

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Situation analysis

This section is comprised of several components. Before each component is broken down in detail, provide a general situational context: e.g. Company X is in its second year of operation in the mechanical industry, providing solutions in x, y and z. Key things to mention about the company are the 'what', and 'how'.

a. **Market summary**

In approximately two pages describe who your most important customers are: Describe the market demographic, their needs, trends, growth, and sensitivities (including likes and dislikes).

b. **SWOT analysis**

In one page, break down the company's

- Strengths
- Weaknesses
- Opportunities
- Threats

c. **Competition**

In between half to one page, describe your competition: Who are they? What is their offering? What do they do better than you? How are they a threat to your business?

d. **Services**

What are the primary services or products offered by your company?

e. **Keys to success**

What distinguishes your business from the competition? List points for what needs to be done to stand above competition and stand out in the market? Are there critical issues that need to be addressed in order to achieve success?

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Marketing strategy

In a paragraph describe the company's mission, marketing objectives and financial objectives.

a. **Target market**

Detail market demographic including their needs, trends and growth

b. **Positioning**

Where are you in the market and where do you intend going?

c. **Marketing mix**

Detail the proposed marketing mix through:

- Product strategy
- Distribution strategy
- Promotional strategy
- Pricing strategy
- Market research

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Financials

Describe the company's budget, schedule and monitoring. Then in greater detail describe:

- a. **Break-even analysis**
- b. **Sales forecasts**
including a breakdown by partner, segment and region if applicable
- c. **Expense Forecast**
including a breakdown by partner, segment and region if applicable
- d. **Linking expenses to strategy and tactics**
- e. **Contribution to margins**

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Controls & implementation

What is the purpose of the marketing plan and consequently what areas will you be monitoring?

Eg:

- a. Customer acquisition cost
- b. Repeat customers
- c. Customer satisfaction

Implementation involves setting and following milestones through a specified time frame and anticipating difficulties and risks with contingency plans.