

# **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