**Marketing Plan Template**

1. **Executive Summary**

**(A high-level summary of the marketing plan / Written last, after the plan has been completed)**

1. **Brief description of product or service to be marketed**
2. **Situation Analysis**
3. **Customer Analysis**
4. **Number**
5. **Type**
6. **Value Drivers**
7. **Decision Process**
8. **Concentration of customer base for particular products**
9. **Competitor Analysis**
10. **Market Position**
11. **Strengths**
12. **Weaknesses**
13. **Market Share**
14. **Distributors**
15. **Business Climate**
16. **Macro-environmental PEST Analysis**
17. **Political and Legal Environment**
18. **Economic Environment**
19. **Social and Cultural Environment**
20. **Technological Environment**
21. **SWOT Analysis**
22. **Strengths of Your Business**
23. **Weaknesses of Your Business**
24. **Opportunities of Your Business**
25. **Threats to Your Business**
26. **Market Segmentation**
27. **Demographic**
28. **Age group**
29. **Gender**
30. **Racial Background**
31. **Income Level**
32. **Psychographic**
33. **Geographic**
34. **Behaviors**
35. **Marketing Strategy**
36. **Product**
37. **Brand Name**
38. **Quality**
39. **Scope of the product line**
40. **Warranty**
41. **Packaging**
42. **Market Share (Percent of Your Overall Sales)**
43. **What are the perceived consumers’ wants or needs?**
44. **How will your consumers use the product or service?**
45. **What after-sale support will be required?**
46. **Price**
47. **Pricing Strategy (Bracket Pricing / Volume Discounts)**
48. **List Price**
49. **Discounts**
50. **Bundling (Grouping with Other Products)**
51. **Payment Terms, and other financing options**
52. **Leasing Options**
53. **Place (Location, and Distribution Channel)**
54. **Location(s)**
55. **Direct, Retail, Distributors, & Intermediaries**
56. **Motivating the Channel (i.e. Distributor Margins)**
57. **Logistics (Transportation, Warehousing, & Order Fulfilment)**
58. **Promotion**
59. **Advertising**
60. **Public Relations**
61. **Promotional Programs**
62. **Budget (Break Even Point)**
63. **Projected Media Results**
64. **Short & Long-term Financial Projections**

**(Your selected strategy’s immediate effects, and expected long-term financial results.)**

1. **Conclusion**

**(Briefly summarize all of the above)**

1. **Appendix**
2. **Exhibits**