

The Entrepreneur Marketing Plan

Marketing Plan Outline

- 1) **Cover Page** – Include the name of your business and your contact information.
- 2) **Table of Contents** – List title and page number for each section. You can begin page #1 on the body of the plan (situation analysis); table of contents and executive summary can be i and ii. Complete your marketing plan before you create this section.
- 3) **Executive Summary** – Present a brief overview of your project in one single page. This is the summary of key points in your plan and not an introduction, so write it until the plan is finished. This should include the situation, the opportunity, your business model, objectives, strategies, operations, financials, and marketing team. If seeking venture capital or a loan, pay extra attention to this section. This helps investors and loan officers determine if they will read the rest of your plan or not.
- 4) **Situation Analysis** – This covers the background data on your company, the market situation and opportunity for your product/service, competitors, issues that may arise, and the internal and external environments.
 - I. Summary
 - a. Internal Environment
 1. Mission statement
 2. Company background
 3. Current product/service situation needs and opportunities-Include details of your product, physical attributes, pricing, delivery, and promotion. You may also want to include any

- a) Current Market Demographic
- b) Market Needs
- c) Market Trends
- d) Market Growth

b. External Environment

1. Competitive Environment-Include who your competitors are, direct and indirect, their product information, market share, their competitive advantage and yours.
2. Economic Environment-Any economic impact on your industry, unemployment, industry events, changes, etc.
3. Technological Environment-Could be from production standpoint, any type of machine or development, Internet technology to promote, delivery channels, etc.
4. Political and Legal Environment-Any event or legal consideration to sell or develop your product.
5. Sociocultural Environment-values, behaviors, language, race, religion, community, and any other cultural aspect of the society you are trying to reach.

- II. SWOT analysis – After reviewing the internal and external environments you can determine the company’s SWOT.
 - a. Strengths and Weaknesses – These are internal and can take form of production, financial, technical capabilities, or it may involve people or processes.
 - b. Opportunities and Threats – these are external forces that affect the company such as an increased demand for a product, or a bad economy.
- III. Market Research - In this section explain your market validation, what type of research you conducted (primary or secondary), research design, method of

collection, your sample if you decide to do primary, analysis and report of your findings that point to the viability (opportunity) for your business.

- 5) **Marketing Opportunity** – Based on your research, describe the viability of your business. Include evidence of the opportunity and size of prize for investors (if any).
- 6) **Business Model** – Explain your framework for generating sales. Include what you will be selling, how, and when. Explain exactly how you will be generating value for your customer and how that will profit your business. Include exactly how you will create value, your target market, your advantage or “unique selling proposition” and your strategy. Also, include how you will generate your first sales, and subsequent revenue.
- 7) **Marketing Objectives** - This section includes what your marketing and financial goals are by quantifying them. Ex: increase sales by 15%, to enter two new markets, to have sales of \$xxxxxxx, to have 3% market share, increase brand awareness by 10%, to grow to 5 distribution channels, etc. You can have one or more objectives.
- 8) **Marketing Strategies** –This section includes whom you are targeting based on your goals. This also includes how you will position yourself and which marketing strategies will help you to attain your goals.
 - a. Target Market-This includes demographics, psychographics, and habits.
 - b. Positioning- How do you want people to perceive your product or service.
 - c. **Marketing Mix Strategies**
 1. **Product**/Service-design, packaging, additional services, maintenance.
 2. **Pricing**-how much will you charge for product, wholesalers, retailers.
 3. **Promotion**-selling strategy, advertising, PR, Internet Marketing, Direct Marketing.
 4. **Place**-channels of distribution, logistics, retailers, wholesalers.
(if a service, include **People, Physical evidence, and Process**).

- 9) **Action Programs** – With above sections in place, identify briefly how the programs will be implemented, by when, who will implement them, and the price to implement these. Include a description of your marketing team.
- 10) **Financials, Budgets, and Forecasts** – This section forecasts the plan’s expected financial impact on the company. Based on your marketing mix, forecast your sales and expenses, profit, and how this will affect the financial outcome for the company. Include different levels of estimated sales, just in case there are changes. You can provide best, average, and low sales expectations for various years (1, 3, 5 years) and at different intervals (monthly, quarterly, and annually).
- 11) **Control Procedures** – This shows the implementation milestones based on your action program. This section includes how the programs will be monitored and evaluated, and which necessary actions will be taken throughout a contingency plan.
- 12) **Conclusion** - Finish your plan with a statement on your major conclusions after conducting research and solving the problem, your findings and any solution to problems if you encountered any.
- 13) **Appendix** – At the end of the plan you can add your reference list, exhibits, any other plans, statements, research, and additional information too long for the plan itself.