Planning For Your Success
Start With A
Strategic Marketing Plan

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I. Overview

Briefly describe your product or service. Briefly outline your objective. State the objective in precise quantifiable terms. You may want to add a chart that summarizes your products or services potential.

For example:

Our current objective is to obtain a sales volume of 2,200 units by the end of our fiscal year. Our current marketing plan will achieve these sales units by generating $890 in sales revenue during our 1st year of operations. In order to achieve our goal we require an initial investment of $X amount, which will produce a margin of $565. We plan to gradually increase our market share to over 40% within five years.

	Current Year	5 Year Planned Projections				
		Year 1	Year 2	Year 3	Year 4	Year 5
Market Volume Sales	$ 3,700	$ 3,996	$ 4,316	$ 4,661	$ 5,034	$ 5,437
Market Growth %		8%	8%	8%	8%	8%
Our Business Sales	$ 890	$ 1,100	$ 1,500	$ 1,800	$ 2,000	$ 2,300
Our Business Market Share %	24%	28%	35%	39%	40%	42%
Revenue Product A	$ 890	$ 1,100	$ 1,500	$ 1,800	$ 2,000	$ 2,300
Expenses	$ 325	$ 385	$ 425	$ 480	$ 520	$ 550
Gross Margin	$ 565	$ 715	$ 1,075	$ 1,320	$ 1,480	$ 1,750

II. Situation Analysis

The Situational Analysis should include the following key elements:

- Market Overview & Competitive Analysis
- Technological Environment
- Social Environment
- Political Environment
- Short-term, Mid-term & Long-term Outlook
- Other

Market Overview & Competitive Analysis

Within this section you will analyze your market potential for your products or services while considering all the opportunities and threats that may arise. You will then base your strategies on your findings.

Describe the market as it currently is. You will need to conduct some research in order to obtain some knowledge of what your competitors are doing.

You will want to find out who your major competitors are and what is their market share.

II. Situation Analysis - Continued

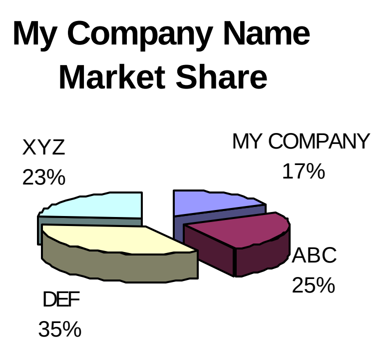
You need to estimate what the market potential is and what would be your potential market share.

You could find out information regarding your competitors through different means, such as the following:

- Look through trade journals, magazines, newspapers, Internet, etc.
- Join associations or business groups that have similar interests.
- Financial statements published by your competitors.
- Government reports on industry and market trends.

In order to help you in your analysis, you can conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). By looking at these four components you will have a better idea and understanding of your business and how to maximize your businesses potential.

Graphical interpretation will make for easier reading and analysis for your readers. Include a pie chart giving a graphical interpretation of the current market share. More details can be placed in an appendix.



Technological Environment

Specify any technological developments that might affect your product or service. Technology is changing at an ever-increasing pace. You must show that you are equipped and have thought out how your business will be affected by these changes.

Here are a few questions that you need to consider.

How is technology affecting or how will it affect my product or service?

Will technological advancements make my product or service obsolete?

Is our company equipped and ready to take advantage of any new developments that may arise?

What is the financial impact of any changes?

VI. Marketing Mix Action Plan

Within this section you will describe the four elements of the marketing mix (product, place, promotion, price) and how you are planning on developing these mixes for your target market in order to achieve your marketing strategy.

Product

Describe your product.

You should include if you have any patents, copyrights or any other legal rights.

Describe what stages of the product life cycle your product is in.

Describe any unique or innovative features that your product has over the competition.

Place

This section will show how you plan on distributing your product to your target market. Outline the distribution channels that you wish to use to distribute your product. Many options are available and each option should be analyzed in order to way out the pros and cons. One may want to look at what your competitors are presently doing and if they are effective in their distribution strategy.

Different types of distribution channels are available such as, direct salespeople, Internet, phone, mail, brokers, dealers, agents, distributors, retail outlets, etc. You should do a cost benefit analysis to see which route would be more beneficial to your company.

Promotion

Your company's promotional strategy needs to be considered. You need to answer, how will your product be advertised? This is how you plan to communicate your message to your target audience. Again it would be in your best interest to see what your competition is presently doing and see if it has been successful at it. This does not mean that you should follow what the competition is doing but it should provide you with some guidance as to what to expect.

Different types of communication tools are available. You must see which one best suites the needs of your business. The following are just a few available ways to communicate your message.

- Websites
- Advertisements in magazines, newspapers, radio.
- Sponsorships (sponsoring special events)
- Tradeshows and exhibits
- Telemarketing

VII. Appendix Budgets

Sales Budget
For The Year Ended December 31, 2003

	Units	Selling Price	Total Sales
Product A	5,000	$ 100	$ 500,000
Product B	2,000	$ 120	$ 240,000
Product C	1,500	$ 150	$ 225,000
Total			**$ 965,000**

Production Budget
For The Year Ended December 31, 2003

	Products		
	A	**B**	**C**
Budgeted Sales	5,000	2,000	1,500
Target Ending Inventory	1,000	500	450
Total Requirement	6,000	2,500	1,950
Deduct Beginning Inventory	150	90	50
Units To Be Produced	**5,850**	**2,410**	**1,900**

Marketing & Administrative Expense Budget
For The Year Ended December 31, 2003

Marketing Expenses		
Sales Commissions	$ 150,000	
Advertising	50,000	
Sales Salaries	100,000	
Travel	85,000	
Total Marketing Expenses		$ 385,000
Administrative Expenses		
Clerical Wages	$ 85,000	
Supplies	10,000	
Miscellaneous	40,000	
Total Administrative Expenses		135,000
Total Marketing & Administrative Expenses		**$ 520,000**