

Strategic business plan with an integrated marketing plan

**Planning For Your Success
Start With A
Strategic Business Plan With An Integrated Marketing Plan**

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I. Executive Summary

The Executive Summary is intended to give your readers a general overview of all the key elements that you are presenting. It ideally should grab and maintain the readers interest and make them study the rest of your plan in greater detail.

The Executive Summary should include the following key elements:

- Introduction
- Product or Service
- Target Market
- Strategic Direction: Mission, Goals & Objectives, Strategies, Tactics.
- Management Team
- Financial Requirement: Return on Investment - ROI

Introduction

The introduction is to provide a detailed description of your business. You will need to include such information as your company name, year commenced, business form, location, etc.

My Company Name has commenced operations on January 1, 2003 as a corporation / partnership / limited partnership / sole proprietorship, etc.

My Company Name is located at (enter address).

My Company Name provides / sells / manufactures, etc. Name and classify your product or service and briefly describe how your product or service will be sold in the market place.

My Company Name is owned by (name all the individuals and their percentage owned).

Product or Service

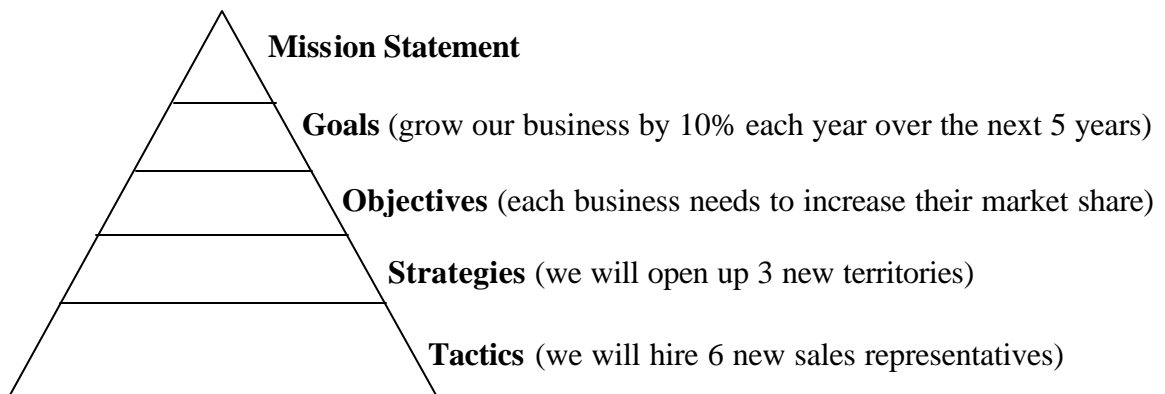
A description of your product or service will be provided here. Briefly describe the product features and the key benefits for the consumer.

Target Market

Within the target market section you will outline the group of customers that your company wishes to target. These could be current or potential clients that you are targeting to sell your products or services in order to meet their needs.

I. Executive Summary - Continued

Strategic Direction



Mission Statement

A mission statement will define your businesses overall purpose.

For example:

XYZ is a national company that strives to produce high quality widgets of superior value that meet or exceed our customer's expectations.

Goals and Objectives

Note: goals and objectives are at times used interchangeably.

By describing what your short-term (1 year), mid-term (3 years) and long-term (5 years) goals and objectives are and how you plan on achieving these goals and objectives, you will show that you will be implementing solid management practices.

A goal is something that must be accomplished by the company as a whole and is usually expressed in monetary terms, units or percentages.

Examples of goals are: increase sales revenue, increase market share, or increase customer satisfaction.

Objectives are things that must be accomplished by all departments in order to reach the major goals of the company.

V. Marketing Plan 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

VI. 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.

VI. Situation Analysis - Continued

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

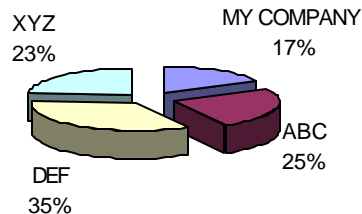
You could find out information regarding your competitors through different means, such as the following:

- 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.

My Company Name Market Share



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?

XI. Appendix Income Statement

My Company Name
Income Statement
For the Year Ended December 31, 2003

Sales Revenue		
Sales		\$ 5,055,093
Less: Sales Discounts	\$ 23,254	
Less: Sales Returns & Allowances	55,428	78,682
Net Sales Revenue		\$ 4,976,411
 Cost of Goods Sold		
		2,022,524
 Gross Profit		
		\$ 2,953,887
 Operating Expenses		
Selling Expenses		
Sales Salaries & Commissions	\$ 305,000	
Sales Office Salaries	85,000	
Travel & Entertainment	45,000	
Freight & Transportation	26,522	
Shipping Supplies	22,000	
Postage & Stationary	6,000	
Depreciation on Sales Equipment	10,000	
Telephone	5,000	
Fax	4,000	
Cell	6,000	\$ 514,522
 Administrative Expenses		
Office Salaries	\$ 75,000	
Legal Services	25,000	
Professional Services	35,000	
Utilities	12,000	
Insurance	5,000	
Depreciation on Office Equipment	6,000	
Office Supplies	3,000	
Miscellaneous	2,500	\$ 163,500
 Income Before Taxes		
		\$ 2,275,865
 Income Taxes		
		965,872
 Net Income		
		\$ 1,309,993

