

Marketing Plan

Business Profile

Business Name

Business Address

Website

Mission Statement

Goals

Background

Premises

Market Research

Target Market

Competitive Analysis

Name

Location

Website

Strengths

Weaknesses

Product Range

Pricing Range

Promotional
Activities

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

Client Perceived Benefits

Products or Services

Pricing

Distribution Channels

Promotional Channels

Promotional Activities

Channel:

Activities:

Channel:

Activities:

Channel:

Activities:

Budget

Strategy

Goal

Actions

Date

Complete?

Goal

Actions

Date

Complete?

Goal

Actions

Date

Complete?

Evaluation

Strategy

Goal		
Actions	Dates	Complete?
Goal		
Action	Dates	Complete?
Goal		
Action	Dates	Complete?