

# THE SAMPLE MARKETING PLAN

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This is the marketing plan of \_\_\_\_\_

## I. MARKET ANALYSIS

### A. Target Market - Who are the customers?

1. We will be selling primarily to (check all that apply):

Total Percent of Business

- a. Private sector                      %
- b. Wholesalers                        %
- c. Retailers                            %
- d. Government                        %
- e. Other                                 %

2. We will be targeting customers by:

a. Product line

We will target specific lines \_\_\_\_\_

b. Geographic area? Which areas? \_\_\_\_\_

c. Sales? We will target sales of \_\_\_\_\_

d. Industry? Our target industry is \_\_\_\_\_

e. Other? \_\_\_\_\_

3. How much will our selected market spend on our type of product or service this coming year? \$\_\_\_\_\_

### B. Competition

1. Who are our competitors?

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

Years in business \_\_\_\_\_

Market share \_\_\_\_\_

Price/Strategy \_\_\_\_\_

Product/Service  
Features \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

Years in business \_\_\_\_\_

Market share \_\_\_\_\_

Price/Strategy \_\_\_\_\_

Product/Service  
Features \_\_\_\_\_

2. How competitive is the market?

High \_\_\_\_\_

Medium \_\_\_\_\_

Low \_\_\_\_\_

3. List below your strengths and weaknesses compared to your competition

(consider such areas as location, size of resources, reputation, services, personnel, etc.):

Strengths

Weaknesses

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

4. \_\_\_\_\_

**C. Environment**

1. The following are some important economic factors that will affect our product (such as country growth, industry health, economic trends, taxes, rising energy prices, etc.):

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2. The following are some important legal factors that will affect our market:

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3. The following are some important government factors:

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4. The following are other environmental factors that will affect our market, but over which we have no control:

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## II. PRODUCT OR SERVICE ANALYSIS

### A. Description

1. Describe here what the product/service is and what it does:

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### B. Comparison

1. What advantages does our product/service have over those of the competition (consider such things as unique features, patents, expertise, special training, etc.)?

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2. What disadvantages does it have?

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### **C. Some Considerations**

1. Where will you get your materials and supplies?

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2. List other considerations:

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## **III. MARKETING STRATEGIES - MARKET MIX**

### **A. Image**

1. First, what kind of image do we want to have (such as cheap but good, or exclusiveness, or customer-oriented, or highest quality, or convenience, or speed, or ...)?

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### **B. Features**

1. List the features we will emphasize:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

### **C. Pricing**

1. We will be using the following pricing strategy:

- a. Markup on cost \_\_\_\_\_ What % markup? \_\_\_\_\_
- b. Suggested price \_\_\_\_\_
- c. Competitive \_\_\_\_\_
- d. Below competition \_\_\_\_\_
- e. Premium price \_\_\_\_\_
- f. Other \_\_\_\_\_

2. Are our prices in line with our image?

YES \_\_\_\_\_ NO \_\_\_\_\_

3. Do our prices cover costs and leave a margin of profit?

YES \_\_\_\_\_ NO \_\_\_\_\_

#### **D. Customer Services**

1. List the customer services we provide:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

2. These are our sales/credit terms:

- a. \_\_\_\_\_
- b. \_\_\_\_\_

c. \_\_\_\_\_

3. The competition offers the following services:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

### **E. Advertising/Promotion**

1. These are the things we wish to say about the business:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. We will use the following advertising/promotion sources:

- 1. Television \_\_\_\_\_
- 2. Radio \_\_\_\_\_
- 3. Direct mail \_\_\_\_\_
- 4. Personal contacts \_\_\_\_\_
- 5. Trade associations \_\_\_\_\_
- 6. Newspaper \_\_\_\_\_
- 7. Magazines \_\_\_\_\_
- 8. Yellow Pages \_\_\_\_\_
- 9. Billboard \_\_\_\_\_
- 10. Other \_\_\_\_\_

3. The following are the reasons why we consider the media we have chosen to be the most effective:

\_\_\_\_\_

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