

The Marketing Plan: An Outline

- I. Executive Summary
- II. The Business Challenge
 - a. A brief description of the offering and the goals of the plan. This section serves as an introduction.
- III. The Market
 - a. Customers: Who are they, and what do they need?
 - b. Company analysis: Your firm's strengths and weaknesses relative to this market and the offering.
 - c. Collaborators: Your collaborators could include suppliers and/or distributors or retailers.
 - d. Competitors: Who are they, and what are they doing?
 - e. Business climate: The business climate includes the opportunities and threats created by environmental forces, such as government regulations and legislation, the economy, and social, cultural, and technological forces.
- IV. The Strategy
 - a. The strategy: Why did you choose the strategy you did? Consider including a brief discussion of alternatives that were considered and discarded.
 - b. The offering: Provide details on the features and benefits of the offering, as well as its pricing options.
 - c. The communication plan: How will the offering be launched? What will the ongoing communication strategies be? This section is likely to be fairly broad and will require collaboration with communication partners such as your firm's advertising agency.
 - d. Distribution: How will the offering be sold? Who will sell it? Who will ship it? Who will service it?
- V. Budget
 - a. Investment: Provide details about the budget needed to launch and maintain the offering.
 - b. Return: List both the short-term and long-term financial goals of the offering, including its projected sales, costs, and net income.
 - c. Other resources required.
- VI. Conclusion