

Marketing Plan Structure

1.0 Executive Summary

2.0 Situation Analysis

2.1 Market Summary

2.1.1 Market Demographics

2.1.2 Market Needs

2.2.3 Market Trends

2.2.4 Market Growth

2.2 Swot Analysis

2.2.1 Strengths

2.2.2 Weaknesses

2.2.3 Opportunities

2.2.4 Threats

2.3 Competition

2.4 Product Offering

2.5 Keys to Success

2.6 Critical Issues

3.0 Marketing Strategy

3.1 Mission

3.2 Marketing Objectives

3.3 Financial Objectives

3.4 Target Markets

3.5 Positioning

3.6 Strategies

3.7 Marketing Mix

3.8 Marketing Research

4.0 Financials

4.1 Break-even Analysis

4.2 Sales Forecast

4.3 Expense Forecast

5.0 Controls

5.1 Implementation

5.2 Marketing Organisation

5.3 Contingency Planning