The Challenge

Description of product to be marketed and associated goals

Company Analysis

Goals
Focus
Culture
Strengths
Weaknesses
Market Share

Customer Analysis

Concentration of customer base for particular products
Decision process
Value drivers
Type
Number

Competitor Analysis

Market position
Strengths
Weaknesses
Market share

PESTLE ANALYSIS

Political and legal environment
Economic environment
Social and cultural environment
Technological environment
Legal environment
Environmental

Marketing Plan

Marketing Strategy

Product
Brand name
Quality
Scope of product line
Packaging
List price
Discounts
Bundling
Payment terms and financing options
Leasing options

Price
List price
Discounts
Bundling

Place
Distribution channels
Direct, retail, distributors & intermediaries
Motivating the channel
Logistics
Where to be seen?

Promotion
Advertising
how much and which media
Public Relations
Projected results of the promotional programs
Budget

Market Segmentation

Description
Percent of sales
What they want
How they use product
Support requirements
How to reach them
Price sensitivity

Goal One
Goal Two
Goal Three

Marketing Objectives

Specific
Measurable
Aspirational
Realistic
Time-bound
Brand name

Description of product to be promoted and associated goals

Products/services to promote
Subtopic

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Strengths
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Market Share

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