

Marketing Plan Outline

I. Executive Summary

Strategic plan for marketing and sales of Acme Corporation products designed to:

- i. Continue product definition and market identification,
- ii. Research sources for target customer contact information
- iii. Introduce the product to the entire potential market,
- iv. Build product branding and name recognition,
- v. Increase sales to meet company short and long-term objectives

II. The Challenge

III. Situation Analysis

a. Company Analysis

- i. Goals
- ii. Focus
- iii. Culture
- iv. Strengths
- v. Weaknesses
- vi. Market share

b. Customer Analysis

- i. Number
- ii. Type
- iii. Value drivers
- iv. Decision process
- v. Concentration of customer base for particular products

c. Competitor Analysis

- i. Market position
- ii. Strengths
- iii. Weaknesses
- iv. Market shares

d. Collaborators

- i. Subsidiaries, joint ventures, distributors, etc.

e. Climate - Macro-environmental PEST analysis:

- i. Political and legal environment
- ii. Economic environment
- iii. Social and cultural environment

- iv. Technological environment
- f. SWOT Analysis - A SWOT analysis of the business environment can be performed by organizing the environmental factors as follows:
 - i. The firm's internal attributes can be classed as *strengths* and *weaknesses*.
 - ii. The external environment presents *opportunities* and *threats*.
- IV. Market Segmentation - Present a description of the market segmentation as follows:
 - a. Segment 1
 - i. Description
 - ii. Percent of sales
 - iii. What they want
 - iv. How they use product
 - v. Support requirements
 - vi. How to reach them
 - vii. Price sensitivity
 - b. Segment 2...
- V. Alternative Marketing Strategies
List and discuss the alternatives that were considered before arriving at the recommended strategy. Alternatives might include discontinuing a product, re-branding, positioning as a premium or value product, etc.
- VI. Selected Marketing Strategy - Discuss why the strategy was selected, then the marketing mix decisions (4 P's) of product, price, place (distribution), and promotion.
 - a. Product - The product decisions should consider the product's advantages and how they will be leveraged. Product decisions should include:
 - i. Brand name
 - ii. Quality
 - iii. Scope of product line
 - iv. Warranty
 - v. Packaging
 - b. Price - Discuss pricing strategy, expected volume, and decisions for the following pricing variables:
 - i. List price
 - ii. Discounts
 - iii. Bundling
 - iv. Payment terms and financing options

v. Leasing options

c. Distribution (Place) - Decision variables include:

- i. Distribution channels, such as direct, retail, distributors & intermediates
- ii. Motivating the channel - for example, distributor margins
- iii. Criteria for evaluating distributors
- iv. Locations
- v. Logistics, including transportation, warehousing, and order fulfillment

d. Promotion

- i. Advertising, including how much and which media.
- ii. Public relations
- iii. Promotional programs
- iv. Budget; determine break-even point for any additional spending
- v. Projected results of the promotional programs

VII. Short & Long-Term Projections - The selected strategy's immediate effects, expected long-term results, and any special actions required to achieve them. This section may include forecasts of revenues and expenses as well as the results of a break-even analysis.

VIII. Conclusion

Appendix

Exhibits

Calculations of market size, commissions, profit margins, break-even analyses, etc.