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**Marketing Project Plan  
Template**

MARKETING PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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| PREPARED BY | TITLE | DATE |
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| EMAIL | | PHONE |
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| APPROVED BY | TITLE | DATE |
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table of contents

[1. EXECUTIVE SUMMARY 4](#_Toc169531052)

[2. MISSION STATEMENT 5](#_Toc169531053)

[3. VISION STATEMENT 5](#_Toc169531054)

[4. SITUATIONAL ANALYSIS 6](#_Toc169531055)

[4.1 5C ANALYSIS 6](#_Toc169531056)

[4.1.1 COMPANY 6](#_Toc169531057)

[4.1.2 COLLABORATORS 6](#_Toc169531058)

[4.1.3 CUSTOMERS 6](#_Toc169531059)

[4.1.4 COMPETITORS 6](#_Toc169531060)

[4.1.5 CLIMATE 6](#_Toc169531061)

[4.2 SWOT ANALYSIS 7](#_Toc169531062)

[5. CORE CAPABILITIES 8](#_Toc169531063)

[6. GOALS 9](#_Toc169531064)

[6.1 BUSINESS GOALS 9](#_Toc169531065)

[6.2 SALES GOALS 9](#_Toc169531066)

[6.3 FINANCIAL GOALS 10](#_Toc169531067)

[6.4 MARKETING GOALS 10](#_Toc169531068)

[7. TARGET MARKET 11](#_Toc169531069)

[7.1 INFORMATION COLLECTION 11](#_Toc169531070)

[7.2 PAIN POINTS 11](#_Toc169531071)

[7.3 SOLUTIONS 12](#_Toc169531072)

[7.4 BUYER PERSONA 12](#_Toc169531073)

[8. MARKETING STRATEGY 13](#_Toc169531074)

[8.1 BUYER’S BUYING CYCLE 13](#_Toc169531075)

[8.2 UNIQUE SELLING PROPOSITION (USP) 13](#_Toc169531076)

[8.3 BRANDING 14](#_Toc169531077)

[8.4 MARKETING MIX – 4PS 14](#_Toc169531078)

[8.4.1 PRODUCT 14](#_Toc169531079)

[8.4.2 PRICE 14](#_Toc169531080)

[8.4.3 PLACE 15](#_Toc169531081)

[8.4.4 PROMOTION 15](#_Toc169531082)

[8.5 MARKETING CHANNELS 15](#_Toc169531083)

[8.6 BUDGET 16](#_Toc169531084)

[9. PERFORMANCE STANDARDS & MEASUREMENT METHODS 17](#_Toc169531085)

[9.1 STANDARDS OF PERFORMANCE 17](#_Toc169531086)

[9.2 BENCHMARKS 17](#_Toc169531087)

[9.3 MARKETING METRICS TO MEASURE SUCCESS 18](#_Toc169531088)

[9.4 MEASUREMENT METHODS 18](#_Toc169531089)

[10. FINANCIAL SUMMARY 19](#_Toc169531090)

[10.1 FINANCIAL FORECASTS 19](#_Toc169531091)

[10.2 BREAK-EVEN ANALYSIS 19](#_Toc169531092)

[10.3 FINANCIAL STATEMENTS 20](#_Toc169531093)

[10.3.1 INCOME STATEMENT 20](#_Toc169531094)

[10.3.2 CASH-FLOW PROJECTION 20](#_Toc169531095)

[10.3.3 BALANCE SHEET 20](#_Toc169531096)

[11. APPENDIX 21](#_Toc169531097)

[11.1 RESEARCH RESULTS 21](#_Toc169531098)

[11.2 PRODUCT SPECIFICATIONS AND IMAGES 21](#_Toc169531099)

# EXECUTIVE SUMMARY

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# MISSION STATEMENT

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# VISION STATEMENT

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# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### COMPANY

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### COLLABORATORS

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### CUSTOMERS

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### COMPETITORS

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### CLIMATE

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## SWOT ANALYSIS

|  |  |
| --- | --- |
| INTERNAL FACTORS | |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS | |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

CAPABILITY ONE

|  |
| --- |
|  |

CAPABILITY TWO

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| --- |
|  |

CAPABILITY THREE

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# GOALS

## BUSINESS GOALS

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## SALES GOALS

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| --- |
|  |

## FINANCIAL GOALS

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## MARKETING GOALS

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# TARGET MARKET

## INFORMATION COLLECTION

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## PAIN POINTS

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## SOLUTIONS

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## BUYER PERSONA

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# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

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## UNIQUE SELLING PROPOSITION (USP)

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## BRANDING

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## MARKETING MIX – 4Ps

### PRODUCT

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### PRICE

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### PLACE

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### PROMOTION

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## MARKETING CHANNELS

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## BUDGET

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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

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## BENCHMARKS

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## MARKETING METRICS TO MEASURE SUCCESS

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## MEASUREMENT METHODS

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# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

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## BREAK-EVEN ANALYSIS

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## FINANCIAL STATEMENTS

### INCOME STATEMENT

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### CASH-FLOW PROJECTION

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### BALANCE SHEET

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# APPENDIX

## RESEARCH RESULTS

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## PRODUCT SPECIFICATIONS AND IMAGES

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