

Marketing Plan

Here is a suggested format for a marketing plan. For help in writing your first or a new marketing plan, fill in the Caspia checklist on the O2 Litmus site at <http://www.o2litmus.co.uk/tools/caspia#tabs-caspia-6> and one of our experts will contact you with advice and to discuss your specific requirements.

I. Executive Summary

A high-level summary of the marketing plan.

II. The Challenge

Brief description of product to be marketed and associated goals, such as sales figures and strategic goals.

III. Situation Analysis

Company Analysis

- Goals
- Focus
- Culture
- Strengths
- Weaknesses
- Market share

Customer Analysis

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

Competitor Analysis

- Market position
- Strengths
- Weaknesses
- Market shares

Collaborators

- Subsidiaries, joint ventures, and distributors, etc.

Climate

Macro-environmental PEST analysis

- Political and legal environment
- Economic environment
- Social and cultural environment
- Technological environment



SWOT Analysis

A SWOT analysis of the business environment can be performed by organizing the environmental factors as follows:

- The firm's internal attributes can be classed as strengths and weaknesses.
- The external environment presents opportunities and threats.

IV. Market Segmentation

Present a description of the market segmentation as follows:

Segment 1

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

Segment 2

As above

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.

Product

The product decisions should consider the product's advantages and how they will be leveraged. Product decisions should include:

- Brand name
- Quality
- Scope of product line
- Warranty
- Packaging



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Price

Discuss pricing strategy, expected volume, and decisions for the following pricing variables:

- List price
- Discounts
- Bundling
- Payment terms and financing options
- Leasing options

Distribution (Place)

Decision variables include:

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

Promotion

- Advertising, including how much and which media.
- Public relations
- Promotional programs
- Budget; determine break-even point for any additional spending
- 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

Summarize all of the above.

Appendix

Exhibits

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

