

THE MARKETING PLAN

IMPROVING YOUR COMPETITIVE EDGE

A Marketing Plan is a written strategy for selling the products/services of a new business. It is a reflection of how serious a company is in meeting the competition head on, with strategies and plans to increase market share and attract customers. An effective Marketing Plan is backed by carefully collected market, consumer and competitor information, sometimes citing professional advice.

Why Prepare a Marketing Plan?

A good Marketing Plan will help you to improve your odds against more experienced competitors and newly emerging ones. The Plan enables you to recognize and take action on any trends and consumer preferences that other companies have overlooked, and to develop and expand your own select group of loyal customers now and into the future.

The Plan also shows to others that you have carefully considered how to produce a product that is innovative, unique and marketable- improving your chances of stable sales and profits - reasons for investors to financially back you.

CONTENTS OF A MARKETING PLAN

Title Page

- Include the name of the company, period of time that the contents of the marketing plan covers, and completion date.
- Use a clean and professional format with examples of the company logo and product designs and packaging types.

Table of Contents

- List all the contents of the marketing plan in the order they appear, citing relevant page numbers.
- List tables, graphs and diagrams on a separate page so that the reader can locate these presentation tools quickly. List the appendices that will be included at the end of your document.

Marketing Plan Paper

L Darling-Hammond



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