Small Business & Technology Development Center



Marketing Plan Worksheet

This SBTDC Marketing Plan Worksheet is intended to guide you through the writing and organization of an effective marketing plan. A completed worksheet will provide the content and structure for a thorough marketing plan. This worksheet outlines the key topics that should be addressed. You may find that some questions are more relevant than others and thus worthy of a longer/more detailed answer. The order and content of your final plan may vary according to its importance to your business and your marketing objectives.

I. Introduction
Briefly describe your business environment, including: current conditions; brief business history; recent business activities; sales/performance history; market share; and major customers.
Describe your company's vision for the future.
How do you wish to be perceived by your current and potential customers?
What are some of your company's specific goals and objectives that can be achieved through this marketing plan? (summarize) Short-Term
<u>Long-Term</u>
Describe your marketing approach to help you achieve your company goals. (summarize)

II. Company Profile

Products/Services
What specific products/services do you currently offer?
How much revenue was generated by each product/service during the past year?
What advantages do your products/services have over the competition (unique features, expertise, patents,
training/experience, etc.)?
What are the drawbacks or perceived weaknesses of your products/services?
what are the drawbacks of perceived weaknesses of your products/services:
List the specific features of your products/services?
What benefits do these product/service features give your customers?
<u>Price</u>
What are the prices of your products/services?
What is your current product/service mark-up (dollars and/or percent)?
Do your prices cover costs and leave a desirable margin of profit?
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How do these prices compare with your competition?
Are your prices in line with what your potential customers are willing/able to pay?
Are your prices in line with your desired image?
<u>Distribution</u>
What are your methods of selling/distributing your product?
Where are your products/services currently being bought and sold?
How accessible are your products/services to your potential customers?
Promotion
Through what channels are your products/services currently being advertised/promoted?
How much was spent on advertising/promotion last year (broken down)?
How successful has your advertising/promotions been?
How did you measure and evaluate your advertising/promotions?

III. Market Analysis

Customers	&	Target	Markets

Describe your current customers.
What market segments (categories) can your current customers be grouped into?
What are the demographics (<i>For Individuals</i> : sex, age, education, income, residential status, family status, profession, etc. – <i>For Businesses</i> : years in business, annual revenue, number of employees, products/services sold, etc.) and psychographics (personal tastes/needs, preferences, buying habits, lifestyle, etc.) of your current customers?
What is your market area (i.e. the specific region, area, territory where you currently sell your products/services - neighborhood, city/town, county, region, state, continent, global)?
Who are potential customers for your products/services in your market area?
Do these prospective customers differ from your current customers?
If so, what are the demographics (<i>For Individuals</i> : sex, age, education, income, residential status, family status, profession, etc. – <i>For Businesses</i> : years in business, annual revenue, number of employees, products/services sold, etc.) and psychographics (personal tastes, preferences, buying habits, lifestyle, etc.) of your potential customers?
Why do or would your current/potential customers purchase your <i>types</i> of products/services?

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What qualities do your current/potential customers look for when purchasing these products/services (price, product quality, product features, geography, image, etc.)?
Where do your current/potential customers presently go to purchase these products/services?
How much will your current/potential customers spend this year (plus any historical trends) on your type of products?
How do your current/potential customers learn about your types of products/services?
Competition
Who are your leading direct competitors?
How many years have they been in business?
What products/services do they offer?
What is their estimated market share?
How do they compare to your business in terms of price, quality, service, personnel, reputation, brand recognition, and marketing approach?

Who are your leading indirect competitors?
How many years have they been in business?
What products/services do they offer?
How do they compare to you in terms of price, quality, service, brand recognition, and marketing approach?
Opportunities & Obstacles
What opportunities exist to attract new customers in your current market?
What opportunities exist to attract new customers in new market areas?
What opportunities exist to increase sales to your current customers?
What obstacles exist to attract new customers in your current market?
What obstacles exist to attract new customers in new market areas?
What obstacles exist to increase sales to your current customers?

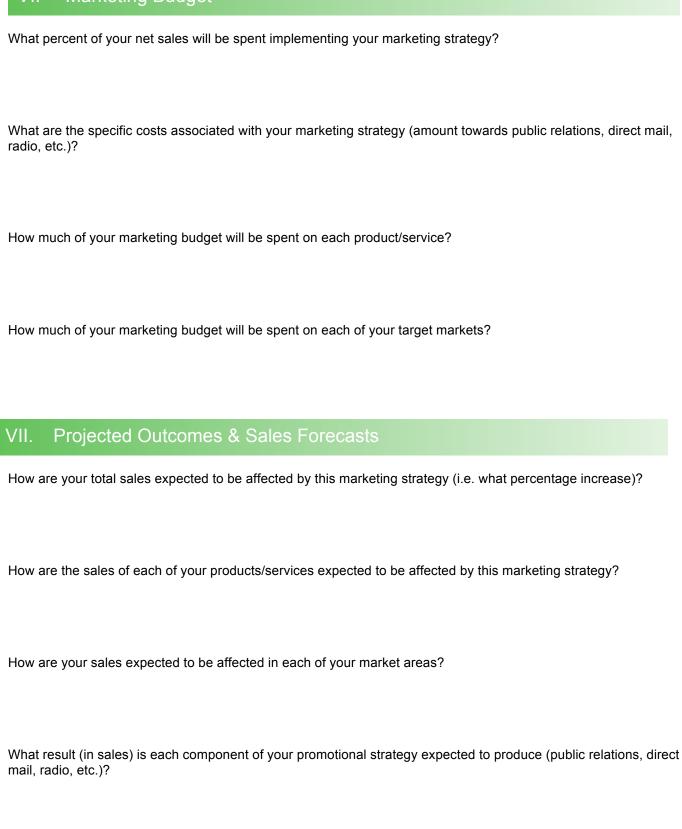
IV. Marketing Objectives, Strategies, & Tactics

Repeat section for each customer segment.
What goals/objectives do you hope to accomplish through your marketing efforts (i.e., Increase customers in your current market area? Increase sales to your current customers in your current market area? Increase customers in new market areas?)?
What do you wish to relay to your existing/potential customers through your marketing?
Within what length of time do you hope to achieve your goals/objectives?
Describe your marketing mix (i.e., How much of your marketing efforts will focus on developing new products/services or enhancing existing products/services features? Altering the price? Changing your location or distribution channels? Improving your promotion/advertising? Adjusting the size/skills of your customer service/sales force?).
What specific types of changes are you planning to make? Why?
How will these changes be introduced to your existing and potential customers?
How do you expect your customers to react to these changes?

V. Implementation

What tasks will need to be completed prior to launching your marketing campaign?
What tasks will need to be undertaken in support of your marketing campaign?
What is your schedule/timeline for carrying through each step of your marketing campaign (from preparation to evaluation)?
Who will be responsible for directing and evaluating your marketing campaign and what will their duties be?
Who will be assisting in your marketing campaign and what will their respective duties entail?

VI. Marketing Budget



VIII. Evaluation & Measurement

How will you measure the impact of your marketing strategy?

How often will you evaluate and reassess your marketing plan and marketing strategy?