



# Marketing Plan 1-Page Template

## Part One: STRATEGIC PLANNING

### 1. Analysis of the Current Situation – past year

- 1.1. Macro environmental analysis
- 1.2. Market analysis
- 1.3. Competitive analysis
- 1.4. Existing market segmentation
- 1.5. Existing marketing-mix
- 1.6. SWOT analysis
- 1.7. Positioning & perceptual maps
- 1.8. Sources of information **analysis**

### 2. Marketing Strategy & Objectives – next year

- 2.1. Marketing strategy
- 2.2. Desired market segmentation
- 2.3. Desired marketing-mix
- 2.4. TOWS-based marketing objectives
- 2.5. Position & perceptual gaps
- 2.6. Yearly sales forecast **strategy**

## Part Two: ACTION PLAN

### 3. Marketing Action Plan & Budget – next year

- 3.1. Main cooperative bodies (1+1>2)
- 3.2. Maintaining current situation in the market
- 3.3. Developing a new offer and its pricing
- 3.4. Promoting marketing activities
- 3.5. Enhancing service marketing principles
- 3.6. GANTT chart
- 3.7. Marketing yearly budget **tactics**

### 4. Control Procedures – periodically

- 4.1. Control bodies – who?
- 4.2. Control tools – how?
- 4.3. Control by milestones – when?
- 4.4. Criteria of success – what? **standards**

To go online

<http://www.marketingplannow.com/index.asp?page=2045>

