

## **Contents of the Marketing Plan** (from NXlevel Guide for Entrepreneurs)

The marketing plan summarizes all market research and analysis. The entrepreneurial marketing plan contains the following three sections:

### **Product/Service Description**

- Describe your product/service.
- What are its features/benefits?
- Does your product/service have any cycles or seasonality?
- What are your growth plans (products/services)?

### **Market Analysis**

- Who is your target customer?
- What is the size of your target market?
- What are the major segments of your market?
- How will your product or service deliver unique benefits to customers?
- What major market trends will have an impact on your business?
- What external opportunities and threats does your business face?
- Competitor Analysis:
  - Who are your major competitors?
  - What are their strengths and weaknesses?
  - What competitive advantage does your business have?

### **Marketing Objectives, Strategies, and Tactics**

- What does your business want to accomplish, expressed as specific objectives?
- How will you position your business in the market?
- What is your marketing niche?
- What is your business's marketing mix?
  - What **products** or services will you offer?
  - How will you **price** your products or services?
  - How will you **promote** your products or services?
  - What channels of **distribution** will you use?
- In which geographic areas will you sell?
- What product or service enhancements will you offer?
- What financial and human resources will you require to implement your strategies?
- What is your timeframe for achieving specific goals?
- What is your schedule and budget for specific marketing tactics?
- What level of sales do you forecast for the next 1, 6, and 12 months?

Your finished marketing plan might be several pages long, but first try containing it in a single paragraph. Give it careful thought – make it brief, to the point, and focused. Never lose sight of your purpose: to maximize profits. This requires meeting your customers' needs, setting clear goals, and accurately forecasting and budgeting.