



## ***Marketing Plan Outline*** ***(Standard Template)***

- **Mission**
- **Company Outlook**
  - \* Strengths
  - \* Weaknesses
  - \* Opportunities
  - \* Threats
- **Market Status**
  - \* Market(s)
  - \* Key Factors
  - \* Competition
- **Objectives and Strengths**
  - \* By Market Segment
  - \* Target Product/Service Mix
  - \* Promotional Program
    - Publicity
    - Direct Mail
    - Advertising
  - Trade Shows/Receptions
- **Sales Plan**
  - \* Target Accounts
  - \* Distribution Changes
  - \* Current Account Status
- **Organization**
  - \* Administration
  - \* Sales/Account Service
  - \* Marketing Support Services
- **Financial**