

Marketing Plan Template

1. Introduction
2. Current Market Position
3. Market Overview
4. SWOT Analysis
 - Strengths and Weaknesses
 - Opportunities and Threats
 - Key Issues and Opportunities
 - Competitor Analysis
5. Assumptions
6. Objectives
7. Strategy
 - Brief Description of Strategy
 - Target Market
 - Positioning Statement
 - Branding Strategy
 - Product Strategy
 - Pricing Strategy
 - Distribution Strategy
 - Promotional Strategy
 - Services Marketing
8. Resource Requirements
9. Activity Plan