**MARKETING PLAN**

An effective marketing plan will act as a reference document to help management to execute the marketing strategy. It will also help Company to develop a methodical approach to creating services and products that satisfy their customers’ needs.

**Instructions**

The Following is a template of a Marketing Plan.

Choose the Business area of your company, including business name and business logo and complete it.

**1.Summary**

Company description

2. **Analysis of current situation**

2.1 Summary of Market

2.1.1 Market Description

2.1.2 Market Needs

2.1.3 Market Trends

2.2 **S.W.O.T. Analysis**

2.2.1 Strenghts- Weaknesses

2.2.2 Opportunities- Threats

2.2.3 Strategies

2.3 Company’ Products

2.4 Competitors

2.6 Macro-environment

**3. Marketing Strategy**

3.1 Mission

3.2 Financial Goals

3.3 Non financial goals

3.4 Segmentation

3.5 Targeting

3.6 Positioning

**3.7 Marketing-Mix**

3.7.1 Product/Service

3.7.2 Price

3.7.3 Promotion/Communication

3.7.4 Place

**4. Capital Characteristics**

4.1 Sales Forecast

4.2 Budget

Summary

*Ex:* In order to accurately plan our success, we create a marketing plan, trying to catch the market opportunity through the exploitation of our main productive and technology capability……………

*Ex:* Our Business consist to develop specialized software for industrial and commercial companies; Our company can rely on a stable and loyal customers whose development trend is positive, despite the trend of the reflection of the market……….

*Ex:* Ours products remain at the top as far as the combination of quality / price.We plan to expand our market share like the market pace and if it's possible , even better…….

*Ex:* We describe below the current business and environement situation and development opportunities that we intend to pursue…………

**2. Analysis of current situation**

……………………………………………………………………………

2.1 Summary of Market

2.1.1 Market Description

………………………………………

2.1.2 Market Needs

………………………………………..

2.1.3 Market Trends

………………………………………..

**2.2 S.W.O.T. Analysis**

*Ex:* In this section we will examine the major internal and external events in order to deve-lop the best strategies to cross impact cross…..

*Ex:* Internal favorable attitude prevales, due to the competitive expendable advantages and an external difficult but not critical situation…..

*Ex:* As we will see, our strategic approach provides a number of useful initiatives……

2.2.1 Strenghts- Weaknesses

………………………………………….

2.2.2 Opportunities- Threats

………………………………………….

2.2.3 Strategies

………………………………………….

2.3 Company’ Products

………………………………………….

2.4 Competitors

……………………………………………………………

2.6 Macro-environment

……………………………………………………………

**3. Marketing Strategy**

*"Ex:* Now we Describe the different strategic marketing choises (segmentation, Market target selection and placement), and marketing mix strategy (product, price promotion and services)………..

*Ex:* We try to match strategic and operatives features…...

3.1 Mission

…………………………………………………………………

3.2 Financial Goals

* Obtain financing to expand manufacturing capabilities, increase distribution, introduce new product lines
* Increase revenues of “X” %

3.3 Non financial goals

* Introduce new product lines
* Enter in new geographic market
* Develop a new program

3.4 Segmentation

………………………………………………………………………

3.5 Targeting

…………………………………………………………………………………………………..

3.6 Positioning………………………………………………………………………………..

**3.7 Marketing-Mix**

*Ex:* Product, price, promotion, place and services' choices are built on the Mission Concept and on the strategic placement…….

*Ex:* In particular, although it is not currently at the top, our company want to set itself like a quality company with high image…….

*Ex:* The main adepted choices are………

3.7.1 Product/Service

………………………………………………….

3.7.2 Price

………………………………………………….

3.7.3 Promotion/Communication

…………………………………………………

3.7.4 Place

**4. Capital Characteristics**

*Ex:* We describe in the following paragraphs the economic and financial aspects of the plan, with specific reference to the sales and expense forecast, to the mark up and break-even analysis…….

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4.1 Sales Forecast

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*Ex:* We set a goal of sales growth rather ambitious - 20% - but we believe that with due use of operating marketing leverage it can be achieved without problems……

We believe we can achieve the expected volumes in products / traditional segments, with a significant contribution from our industrial customers and by a greater and prospective presence of banks and insurance……

The strategy of geographic diversification, particularly in Europe, will enable us to reach a stabilization of the economic and financial flows as well as a further boost trade.

The detail of segment / product cash flow is illustrated in related tables

4.2 Budget *(how much we need – investments – to develop the plan, considering all the implementation phases)*