







## Target Market

In light of your analysis of your situation explain who specifically you are going to target with your product and / or service, as detailed as possible (characteristics, such as age, specialty market, fads, etc. in which you can best group your customers).

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## Marketing Goals & Objectives

Marketing objectives (qualitative statements, such as build awareness) are:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Marketing goals (quantitative statements, such as \$40,000 in sales) are:

- A) \_\_\_\_\_
- B) \_\_\_\_\_
- C) \_\_\_\_\_

## Marketing Plan

In about one to two pages highlight the specifics of your marketing plan, how you will reach customers, and how you will get them to buy from your business: -

1. Briefly describe your marketing strategy (high price / low volume, low price / high volume, or other (environmentally friendly, etc.).
2. Briefly describe your product and/or services. Highlight the benefits to the customer.
3. Give your opinion on the quality and salability of your product or service. Supply any information you have to support your opinion. Survey results, etc.
4. Explain how you determine the prices for your product or service. What is your mark-up percentage? Are your pricing methods adequate?
5. Do you give credit and if so, what are your credit and collection procedures?
6. How is your distribution handled (transport, bus, company vehicle, etc.)?
7. What business promotion methods are you or will you be utilizing? Express an opinion to their cost and effectiveness, as well as how they fit with your analysis.
8. In light of your competition analysis, give an opinion on your product or service as compared to your competition. What is your competitive edge / advantage? Is the marketplace of your business saturated?







Financial Analysis / Understanding (Profits on Sales, Breakeven Points, etc.): -

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Working Capital Analysis: -

Summarize your current working capital position and is it adequate? What is your line of credit at your bank? Is it sufficient for your present and future needs? Will your bank provide you with additional working capital or overdraft privileges? If additional working capital required, do you have any more money to invest or other sources?

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Conclusion / Summary

Summarize key points and highlight action plan (timeline) of how your proposal will be implemented, results expected, and how they will be measured / monitored.

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*Thank you for your time and consideration.*