

# Marketing Plan

## *strategy slides*

**Marketing Plan**

1. Executive Summary

2. Situation Analysis

3. Marketing Objectives

4. Marketing Strategies

5. Marketing Programs

6. Budget and Control

Marketing Plan on Page

**Vision**

1. To be the leading provider of... in the... market.

**Purpose**

1. To provide a clear direction for the company's future growth and success.

**Goals**

Goal	2021	2022	2023
Revenue	100M	120M	150M
Profit	20M	25M	30M
Market Share	15%	20%	25%

Vision Purpose

**Sales Forecast**

Product Line	Q1	Q2	Q3	Q4	Annual Total
Product A	100	120	150	180	550
Product B	80	90	110	130	410
Product C	60	70	80	90	300
Product D	40	50	60	70	220
Product E	20	30	40	50	140
Total	300	360	440	520	1620

Sales forecast

**Profit statement**

	2021	2022	2023
Revenue	100M	120M	150M
Cost of Goods Sold	(40M)	(48M)	(60M)
Gross Profit	60M	72M	90M
Operating Expenses	(20M)	(25M)	(30M)
Operating Profit	40M	47M	60M
Interest Expense	(5M)	(6M)	(7M)
Income Before Taxes	35M	41M	53M
Taxes	(8M)	(9M)	(11M)
Net Profit	27M	32M	42M

Profit statement

**Marketing Budget**

Category	Q1	Q2	Q3	Q4	Annual Total
Advertising	100	120	150	180	550
Promotions	80	90	110	130	410
Public Relations	60	70	80	90	300
Direct Mail	40	50	60	70	220
Events	20	30	40	50	140
Total	300	360	440	520	1620

Marketing Budget

**Key Issues and Strategies**

Key Issue	Strategy
1. Low market share in the... market.	1. Increase market share by... marketing.
2. High competition in the... market.	2. Differentiate the company's... from competitors.
3. Limited resources for... marketing.	3. Focus on... marketing to maximize impact.

Key Issues & Strategies

**Strategy**

1. To be the leading provider of... in the... market.

2. To provide a clear direction for the company's future growth and success.

3. To focus on... marketing to maximize impact.

Strategy page



Brand Strategy Roadmap

**Brand Communications Plan**

1. Brand Positioning

2. Brand Identity

3. Brand Messaging

4. Brand Experience

5. Brand Growth

Brand Communications

**Innovation Plan**

1. Innovation Strategy

2. Innovation Process

3. Innovation Resources

4. Innovation Metrics

5. Innovation Risks

Innovation Plan

**Selling and Retail Plan**

1. Selling Strategy

2. Retail Strategy

3. Selling Process

4. Retail Process

5. Selling Metrics

6. Retail Metrics

Selling / Retailing

**Competitive Defense Plan**

1. Competitive Analysis

2. Competitive Strategy

3. Competitive Process

4. Competitive Resources

5. Competitive Metrics

6. Competitive Risks

Competitive Defense

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**Berkowitz**



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