**CHAPTER 2: MARKETING PLAN**

**2.1 Potential Customers**

* Type of customers (individuals, institutions):
* Total target market population:
* Number of customers who can buy product/ service:

**2.2 Competition.**

* Names of the key competitors:
* Location in relation to your business:
* Size of the competitors:
* Comparisons between your product(s) or service(s) and those of the competitors:
* Strength and weakness of the competitors:
* Plans to capitalize on the weakness of the competitors:

**2.3 Pricing.**

* Methods of calculating the selling price of your product/ service:
* Factors which will influence your price setting e.g. competitors prices:
* Actual selling price(s) of your product(s) or service(s):
* Credit terms to be offered:
* Discounts to be allowed:
* Any after-sales service(s) and relevant costs:

**2.4 Sales Tactics.**

* Method of direct selling or personal selling:
* Method of indirect selling:
* Method of recruitment and retention of the sale force:
* Utilization of distributors or agents:
* Ways of selecting and motivating distributors or agents:
* Geographical area you intend to serve:

**2.5 Advertising and promotion.**

* Media to be used:
* Product/service image to be portrayed:
* Image to be projected regarding business:
* Frequency of advertisements:
* Cost per advertisement placement:
* Measuring effectiveness of the advertisements:
* Plans for initial promotional campaign:
* Plans for regular promotional methods:
* Cost of each promotional event:
* Measuring effectiveness of promotional campaigns:

**2.6 Distribution**

* Channels to be utilized:
* Means of transport you will use:
* Transport cost per month:
* Anticipated distribution problems:
* Overcoming distribution problems: