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| Marketing Plan <productname>; Nr. |

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| Release Code | <Release Code for Product name> |
| Date | March 3, 2021 |

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| Key Innovation |
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| Market Segment |
| |  | | --- | | Target Audience | |  | | Price per unit | |  | | Service | |  | | Distribution Method | |  | | Support | |  | |

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| Market Release |
| |  | | --- | | Advertising | |  | | Packaging | |  | | (demo versions) | |  | | Competition | |  | |

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| Market Analysis |
| |  | | --- | | Competition | |  | | Market size | |  | | Competitive edge | |  | | Prognoses | |  | |

For the section on market segmentation, you might want to answer questions like:

1. What is the total being spent on the entire class of products/services of which mine is a part?
2. What portion of that total is spent on my segment?
3. How are these numbers changing over time?
4. On what does market growth depend (lumber sales as a function of new home sales as a function of interest rates)?
5. Is your opportunity a function of the overall market growing, or of a shift from one type of product to another?
6. How is the market segmented? Choose one or more ways of slicing it. Examples you might consider are:
   1. by industry: "x% is sold to financial services companies"
   2. by finer definition of product type: "x% of tire sales are high performance tires, y% snow tires"
   3. by technology risk takers: "x% is sold to innovative early adopters"
   4. by geography: "x% is sold to US markets, y% of that is on the east coast"
   5. by features: "x% of customers identify fast service as the top reason for buying"
   6. by existing competitor: "x% buy coke, y% buy Pepsi"
   7. by type of competitor: "x% of the market is served by mom‐and‐pop companies"

For the section on competitors, look at all the other companies serving the market now. You might want to answer questions like:

1. How long have they been in business?
2. What are their revenues?
3. What is their annual growth?
4. Who do they have partnerships with?
5. How are they financed?
6. What geographical locations are they targeting?
7. What are the advantages of their product?
8. What are the disadvantages of their product?
9. What patents do they hold?

Overall Marketing Strategy

1. Describe the specific marketing philosophy of the company, given the value chain and channels of distribution in the market niches you are pursuing.
2. Describe which geographic areas will your initially target, how will you expand geographically, and why this makes sense.
3. Describe any seasonality to your business and what can be done to promote sales off‐season.

Pricing

1. Discuss pricing strategy vs. competition.
2. Analyze gross margin per product sale and show that you can cover other expenses to reach your desired profit margin on a cost accounting basis.
3. Justify the difference in price between you and the competition.
4. Describe discounts for early payment.

Sales Tactics

1. Described the method (direct, distributors, sales representatives, etc.) that will be used to make sales and distribute the product or service and both the initial plans and longer range plans for the sales force. Include any special requirements (e.g. refrigeration).
2. Discuss the value chain and resulting margins to be given to retailers, distributors, wholesalers, and sales people.
3. Describe special policies, e.g. discounts, regional exclusivity, etc.
4. Describe how your sales force and sales efforts will grow and scale over time and how you will shape its growth.

Are you going to buy “key words”?