

# **MARKETING PLAN 200-**

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## **A. Overview of Marketing Strategy**

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### **Marketing Mission**

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## **B. Goals of the 200- Marketing Plan**

### **Branding**

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### **Research**

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### **Reaching Untapped Markets**

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### **Specific Marketing Goals**

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### **Sales Goals**

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## **C. Market Analysis**

### **Target Markets**

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### **Demographics**

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### **Competition**

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### **Market Trends**

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### **P.E.S.T. Analysis**

Political, Economic, Social, and Technological influences

### **S.W.O.T. Analysis**

Strengths, Weaknesses, Opportunities, and Threats

## **D. Marketing Strategy**

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### **Product Design**

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### **Pricing Strategy**

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### **Product Catalogs**

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### **Advertising**

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### **Publicity**

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### **Web Site Marketing**

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### **Promotions**

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### **Trade Shows**

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### **Sales Teams**

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## **E. Marketing Budget**

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### **Total Estimates**

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## **F. Analysis of Previous Year**

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## **G. Evaluation Plan for Next Year**

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