



**Strategic Marketing Plan**



${tool\_builder\_strg\_mkt\_mission}

*YOUR MISSION*



*SITUATION ANALYSIS*

${tool\_builder\_strg\_mkt\_situational\_analysis}



*MARKETING GOALS /  
OBJECTIVES*

${tool\_builder\_strg\_mkt\_objectives}



*Target Market*

${tool\_builder\_strg\_mkt\_target\_market}



*Implementation Tactics, Positioning & Marketing Mix*

${tool\_builder\_strg\_mkt\_implementation\_tactics}



*EVALUATION & CONTROL*

${tool\_builder\_strg\_mkt\_evaluation}