

## **Go-To-Market Plan Document [Product Name]**

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Prepared by:  
[Product Manager]

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# 1 MARKETING

## 1.1 Brief Product Description

*[Official one sentence description, essential in maintaining a uniform branding & product presence across marketing materials.]*

## 1.2 Tagline

*[The tag line provides the audience with a compelling reason to purchase the product now. Often this is the same as “Why to buy.” It should be consistently used across all marketing communication deliverables and is the predominant message.]*

## 1.3 Press Release Copy

- **25 Word Copy**  
*[A 25 word ad copy should include the general feature and benefit of the product, its value proposition, and description.]*
- **50 Word Copy**  
*[50 Word copy will include all elements of 25 word copy but also include key selling points and product position]*

## 1.4 Top Features and Benefits

*[A clearly defined list of top features and benefits that will be discussed that appropriately highlight the essential value of the product, application, or service]*

## 1.5 Value Propositions (Marketecture)

*[These should be as meaty and quantitative as possible. Marketing value propositions are to be written in paragraph format. Bullet points are reserved for the proposal insert. These value propositions and the proposal insert's are to be identical.]*

## 1.6 Position Statements

*[Constructed by mapping the product's competitive selling advantage to the target audience's selection criteria. Communicate where the product/service fits in Panasonic's portfolio and roadmap.]*

## 1.7 External FAQs

*[Answers to anticipated and common questions from the Press and crafted messaging. The general questions to address are:*

- *What is [product]?*
- *What stage of development is it in?*
- *What airlines are interested?*
- *When will it be available?*
- *On which aircraft platform is it made for?*
- *What is special about [product]?*
- *Is it Boeing and Airbus line-fit offerable?]*

## 1.8 Market Analysis

### 1.8.1 Target Audience

*[Where possible, include market segment, region, aircraft type, and cabin class. You should also list typical characteristics of target audience. Market profile is more important here than personas. Please do include personas when pertinent.]*

### 1.8.2 Competitive Comparison

| Features and Benefits | [Panasonic Product] | [Competition A] | [Competition B] |
|-----------------------|---------------------|-----------------|-----------------|
|                       |                     |                 |                 |

### 1.8.3 SWOT Analysis

*[Identify the strengths, weaknesses, opportunities, and threats pertaining to the product. The SWOT analysis is helpful when defining strategy regarding descriptions and value propositions]*

## 1.9 Communication and Training Plan

*[List dates and activities for the communication and product training plan. This is a coordinated effort with Marketing Communications and Public Relations. It will outline the promotion and press, besides training, effort required by all for this product to accomplish sale goals.]*

## 2 SALES TOOLS

### 2.1 Estimated Availability ODD

*[Include the date for estimated availability.]*

### 2.2 Pricing

The following is the tentative FOB and S-Pricing for [product]. Estimates in blue are ROM and are subject to change.

| Part Number   | Description | Target FOB | Target S-Price |
|---------------|-------------|------------|----------------|
| [Part number] |             |            |                |
| [Part number] |             |            |                |

### 2.3 Internal FAQs

*[Answers to anticipated and common questions from the airlines and internal customers.]*

- What is [product]?

## 3 PROPOSAL INFO

### 3.1 Description

*[A detail description of the the product, features and benefits. Includes main themes from Marketing description, 25 and 50 word copy, features, and benefits. This will help keep consistency in message throughout all collateral. Add images of product]*

## 3.2 Value Proposition

*[Short statements taken from the marketing value propositions. Include supporting bullets for each statement. As in the Marketing value propositions, these are to answer the question for target audience, "Why do I care?"]*

## 3.3 Feature and Functionality

### Function and Features

The [product] provides the following basic functions:

- *[List basic functions and features]*

### Applications & Software

*[If applicable, list applications and software supported by product.]*

## 3.4 Part Number and Description

| Description                                       | Part Number                                      |
|---|--|
| [Product Name]<br>[list physical characteristics] | [Place base part number here, i.e. RD-FD779x-xx] |
|   |  |

4 REVISION HISTORY

| Revision | Revision Description | Date      | Author Name       |
|----------|----------------------|-----------|-------------------|
| NEW      | Initial Release      | xx-Xxx-10 | [Product Manager] |
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