MARKET SUMMARY

Market: Past, Present, and Future
Review changes in the market, which can include:
- Market share.
- Leadership.
- Players.
- Competition.
- Market shifts.
- Costs.
- Pricing.

Market Cycle

Product Definition
Describe the product or service being marketed.

COMPETITIVE LANDSCAPE
Provide an overview of product competitors.

Competitor A
- Competitors’ strengths
- Competitors’ weaknesses

Competitor B
- Competitors’ strengths
- Competitors’ weaknesses
PRODUCT COMPARISON AND POSITIONING

Positioning of Product or Service
Distinctly define the product in its market and against its competition over time.

Position each competitor’s product against the new product.

Consumer Promise
Summarize the benefit of the product or service to the consumer.

COMMUNICATION STRATEGIES

Messaging by Audience
List marketing messages for different audiences.

Targeted Consumer Demographics
List the demographics for the targeted consumer groups.

LAUNCH STRATEGIES

Launch Plan
Discuss launch plan if the product is being announced.

Promotion Budget
Supply backup material with detailed budget information for review.

Promotional Schedule
PUBLIC RELATIONS STRATEGY AND EXECUTION

Discuss:
- PR strategies.
- PR plan highlights.
- Backup PR plan, including editorial calendars, speaking engagements, conference schedules, etc.

ADVERTISING STRATEGY AND EXECUTION

Give:
- Overview of strategy.
- Overview of media and timing.
- Overview of ad spending.

OTHER PROMOTION

Direct Marketing
Give:
- Overview of strategy, vehicles, and timing.
- Overview of response targets, goals, and budget.

Third-Party Marketing
Describe co-marketing arrangements with other companies.

Marketing Programs
Describe other promotional programs.

PACKAGING AND FULFILLMENT

Product Packaging
Discuss:
- Form-factor, pricing, look, and strategy.
- Fulfillment issues for items not shipped directly with the product.

COGs
Summarize cost of goods and high-level bill of materials.

PRICING AND POLICIES

Pricing
Summarize specific pricing or pricing strategies, and compare to similar products.

Policies
Summarize policies relevant to understanding key pricing issues.

DISTRIBUTION

Distribution Strategy
Summarize the strategy for distribution.

Channels of Distribution
Summarize the channels of distribution.
Distribution by Channel
Illustrate what percentage of distribution will be contributed by each channel. A pie chart might be helpful.

![Distribution Chart]

VERTICAL MARKETS/SEGMENTS
Discuss vertical market opportunities:
- Discuss specific market segment opportunities.
- Address distribution strategies for those markets or segments.
- Address use of third-party partners in distributing to vertical markets.

INTERNATIONAL
International Distribution
Discuss:
- Distribution strategies.
- Issues specific to international distribution.

International Pricing Strategy
Explain the strategy for marketing within other countries.

Translation Issues
Highlight requirements for local product variations.

SUCCESS METRICS
List:
- First year goals.
- Additional year goals.
- Requirements for success.
- Measures of success/failure.

SCHEDULE
18-Month Schedule Highlights
Outline highlights of the first 18 months.

Timing
Identify timing dependencies critical to success.
MARKETING SCHEDULE

Number of Days

Phase 3