

Marketing Department Business Plan

The template for the Marketing Business Plan must be completed and attached to the comprehensive company Business Plan for Meeting Five.

Marketing Analysis

A marketing analysis is a detailed description of the market your company will be entering and the position it hopes to achieve. You should be able to explain who your customers are and why your product is unique and fills a consumer need. Your product should satisfy a need or want, which should be demonstrated in the Marketing Plan.

Marketing Strategy

The marketing strategy describes your target market (who will buy your product); pricing strategy or the break-even point (how much you will sell your product for, discussed during Meeting Four); the distribution and advertising plan (where you can sell your product and how you will advertise); and projected sales (how many products or services your company will sell).

Distribution

As members of the Marketing Department, you need to describe where you would like to sell your product or service:

- Businesses
- Friends and family
- Supermarkets, banks, movies, schools, and places of worship
- Events (e.g., sports games, concerts)

Advertising/Marketing

As members of the Marketing Department, you need to decide how—or if—you will advertise. Some options are:

- Fliers distributed at school
- Posters
- Word of mouth
- Local newspapers
- Bulletin boards

Sales Goals

Your company's sales goals will be influenced by your product's break-even point, the projected number of products (obtained from the Production Department), and the number of company employees.

Target Market

Who will buy your product or service?

Distribution

We will sell our product primarily by:

Advertising

Our advertising strategy will be:

We will advertise at or in:

All advertising materials (markers, poster board, etc.) will cost: \$ _____.

Sales Goal

To reach our goal of _____ units sold, each member of the company will need to sell at least _____ products.