**[*INSERT YOUR BUSINESS LOGO*]**

 [*Business name*]

Marketing plan

[*Your name*]

[*Your position*]

[*Business name]*

[*Main business address*]

[*Website*]

[Email]

[*Telephone*]

**ABN:** [*ABN*]

**ACN:** [*ACN*]

**Prepared:** [*Date prepared*]

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# Summary

[*You are advised to* c*omplete this section of your marketing plan last*. *You might include a brief overview of your products and/or services, target market, competitive advantage, and anticipated sales, profits and market share.*]

#

# Market analysis

## PEST analysis

**Political:** [*Identify any political and legal factors that may affect your business. Is your industry highly regulated or is it under the government radar? What impact does regulation have on the industry and success of your business?]*

**Economic:** [*What are some of the economic factors that may affect your business? For example, unemployment rates, exchange rates, availability of labour*]

**Social:** [*What are some of the social and cultural factors that may affect your business? For example, ageing society, education levels, residential trends*]

**Technology:** [*What are some of the technological factors that may affect your business? For example, growth in e-commerce, internet access, emerging digital technologies*]

## SWOT analysis

|  |  |
| --- | --- |
| **Strengths –** internal resources or capabilities of your business that are better than your competition | **Weaknesses –** internal resources or capabilities of your business that are less than those of your competitors |
| *[eg. excellent store location]* | *[eg. poorly trained staff]* |
| **Opportunities –** external factors or conditions that the business can exploit to build success | **Threats –** external factors that could adversely affect the success of your business |
| *[eg. acquiring exclusive distribution rights]* | *[eg. new regulations]*  |

# Market segmentation and customer analysis

## Market segmentation

**Geographical**

*[Outline how your customers can be segmented based on their location. For example by suburb location, metropolitan vs regional, interstate and overseas]*

**Demographics**

*[Age, gender, education level, income, occupation, etc]*

**Behavioural**

*[Loyalty, attitude, readiness to buy, usage rates, etc]*

**Lifestyle**

*[Social class, personality, personal values]*

## Market research findings

[*What statistical information have you reviewed to help you understand the market? If you have surveyed potential customers, competitors or suppliers, provide a summary of your results.]*

# Objectives and goals

## Mission statement

[*Outline your mission statement*]

## Marketing objectives

*[Outline the marketing objectives that will help you achieve your mission]*

## Goals

[*What are your short and long term goals? Include details of how you will measure and achieve these goals and the expected timeframe*]

# Marketing strategies

## Pricing strategy

 [*Double-click the table below to enter your details or attach your own pricing strategy to this plan*]

******

[*If you provide services rather than products you should provide your pricing structure, such as your hourly rate or rates for one-off services. Include an explanation of how you determined your fees and charges. Double click on the table below to input your data]*

**~~~~**

## Product strategy

 [*Where do your products/services fit in the market? How do they compare to those of your competitors?* *How do customers benefit from your products/services?]*

## Place strategy

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  **Channel** | **Product/****services** | **Sales (%)** | **Advantages** | **Disadvantages** |
| [*Retail outlet, online, export, wholesale, etc*] | [*List products/services to be distributed via this channel*] | *[% of overall sales via this channel*] | [*List advantages of this channel*] | [*List disadvantages of this channel*] |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Promotional strategy

[*Outline your promotional strategies such as online, networking, printed material, direct marketing, print advertising, content marketing, public relations, etc. Include the allocated cost or budget for each strategy]*

| Promotional strategy | Expected business improvement | Cost ($) | Target launch date  |
| --- | --- | --- | --- |
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## People strategy

**Required staff**

[*Specify the job roles you may require*]

|  |  |  |  |
| --- | --- | --- | --- |
| **Job role** | **Quantity** | **Skills required** | **Date required** |
|  |  |  |  |
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**Recruitment:**

[*How do you plan to recruit the required staff? Are there any potential skill shortages that may impact on your ability to recruit the appropriate people?]*

**Training:**

[*Is there any training required for staff?*]

## Process strategy

*[Outline your customer service and business processes that you will implement to ensure that your sales process is smooth]*

# Budget and risk management

## Budget

*[Provide details of your marketing budget]*

## Risk assessment

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk description** | **Likelihood** | **Impact** | **Strategy** |
| *[Description of the risk]* | [*Highly likely, likely, possible, unlikely, highly unlikely]*  | [*High, medium, low*] | [*What actions will you take to minimise the potential risk to your business?*] |
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