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## The Marketing Plan

### I. Executive Summary

### II. Overview of the Firm Marketing the Product

#### A. History

- How company was started (who, when, where, how, why)
- Growth, geographically and fiscally
- Description of resources (physical and financial) and CORE business
- Current markets served
  1. US – Reputation, market share, market positioning, competitive distinctions
  2. International or Global market positions

#### B. Mission and Vision

#### C. Goals (You may include qualitative, but quantitative goals MUST be stated)

- Domestic (US)
- International / Global
- For YOUR selected country

#### D. Description of specific goods / services to be marketed (include a detailed discussion of your product positioning and strategy)

### III. Market Analysis

#### A. Market Description

- Size of Potential Market for your product in your selected country
- Profile of the prospective BUYERS of your product in your selected country
- Consumption characteristics: How do they buy? When? Where? Why (motives)?
- Market trends for this or related products (Note: show a time analysis of demand for your category of product or purchase / consumption data that might somehow be correlated to the sale and consumption of your product).
- Relevant data on Communications and Transportation Data (Note: include only what is relevant to teaching your market)

1. Availability of cars, trucks, rail access, air transportation, etc.
2. Mail service, TVs, phones, radios, newspapers, etc..

B. Competition (Describe the competitors and discuss their strengths, weaknesses, market positions)

- Domestic (Are there companies within your chosen country that produce a similar product?)
- Foreign (Are there other international or global competitors in the market you are entering?)

C. Market Potential (Either do a “top down” or “bottom up” type of analysis to estimate Total Industry Demand, your companies long-range sales potential, and an actual Sales Forecast for one, three and five years).

#### IV. Operational Plan

A. Marketing Orientation

- Market Penetration Strategy
  1. International, regional, global; Globalization vs. Localization
  2. Exporting, Licensing, Contract Manufacturing, Franchising, multi-national sourcing, etc.

B. Promotion (Outline your promotional plan – include catalogue shows, trade missions, trade center shows, trade fairs, print media, TV, radio, direct mail, outdoor ads, personal selling, or whatever is relevant to the promotion of your product).

C. Distribution (Agents and intermediaries; Distribution Channels and Physical Distribution, forwarders, shippers, banks, import agents, distributors, sales offices and branches, salesmen, sales agents, manufacturers agents... WHATEVER IS RELEVANT).

D. Pricing (How will you price your product? Give prices relative to competitors if relevant. Detail markups, transportation, tariffs, licensing fees, franchise fees, promotional fees, insurance costs if relevant.

E. Calendar / Schedule for activities

F. Budget for first three years

G. Complete pro-forma income statements for first three years.