



Marketing Plan Outline ***(Standard Template)***

- **Mission**
- **Company Outlook**
 - * Strengths
 - * Weaknesses
 - * Opportunities
 - * Threats
- **Market Status**
 - * Market(s)
 - * Key Factors
 - * Competition
- **Objectives and Strengths**
 - * By Market Segment
 - * Target Product/Service Mix
 - * Promotional Program
 - Publicity
 - Direct Mail
 - Advertising
 - Trade Shows/Receptions
- **Sales Plan**
 - * Target Accounts
 - * Distribution Changes
 - * Current Account Status
- **Organization**
 - * Administration
 - * Sales/Account Service
 - * Marketing Support Services
- **Financial**