

Marketing sample assignment

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**ASSIGN
BUSTER**

Executive Summary a. Single most important element in the plan. Max 2 pages, “ sells” the document to readers through its clarity and brevity. 2. Company Description a. Highlights the recent history and recent success of the organization 3. Strategic Focus Plan – Sets the strategic direction for the entire organization, a direction which proposed actions of the marketing plan must be consistent. This is not always included a. Mission b. Goals c. Core Competency and competitive advantage 4. Situation Analysis a. SOOT – for your company b. Industry analysis/trends .

Competitors d. Customer Analysis 5. Product-Market Focus a. Marketing and product objectives b. Target markets c. Value proposition d. Points of difference 6. Marketing Program Product strategy a. i. Section describes 3 key elements of the company product strategy: product line, quality and how achieved a. ii. Packaging b. Price Strategy b. i. Makes company price point very clear, along with its price position relative to potential substitutes. When appropriate and when space permits, this section may include BE analysis c. Promotion Strategy d. Distribution strategy 7.

Financial Data and Projections 8. Executive Summary readers through its clarity and brevity. 9. Company Description a. Highlights the recent history and recent success of the organization 10. Strategic proposed actions of the marketing plan must be consistent. This is not always included a. Mission 11. Situation Analysis 12. Product-Market Focus d. Points of difference 13. Marketing Program a. Product strategy a. i. Section describes 3 key elements of the company’s product strategy: product line, include BE analysis c. Promotion Strategy d. Distribution Strategy 14. Financial Data and Projections.