****

**BUSINESS MARKETING**

**PROJECT PLAN TEMPLATE**

MARKETING PROJECT PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|  |  |  |
| EMAIL | PHONE |
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| APPROVED BY | TITLE | DATE |
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# BUSINESS SUMMARY

## OUR COMPANY

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## MISSION STATEMENT

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| --- |
|  |

## VISION STATEMENT

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|  |

# THE CHALLENGE

## PROBLEM

|  |
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## OPPORTUNITY

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# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### COMPANY

|  |
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### COLLABORATORS

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### CUSTOMERS

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### COMPETITORS

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|  |

### CLIMATE

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## SWOT ANALYSIS

|  |
| --- |
| INTERNAL FACTORS |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

### CAPABILITY ONE

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### CAPABILITY TWO

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### CAPABILITY THREE

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# MARKETING CAPABILITIES

## CAPABILITY ONE

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## CAPABILITY TWO

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## CAPABILITY THREE

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# GOALS

## BUSINESS GOALS

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## SALES GOALS

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|  |

## FINANCIAL GOALS

|  |
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## COMMUNICATION GOALS

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# TARGET MARKET

## INFORMATION COLLECTION

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## PAIN POINTS

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|  |

## SOLUTIONS

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## BUYER PERSONA

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# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

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## UNIQUE SELLING PROPOSITION (USP)

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## MARKETING MIX – 4Ps

### PRODUCT

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| --- |
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### PRICE

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| --- |
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### PLACE

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### PROMOTION

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## MARKETING CHANNELS

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## BUDGET

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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

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## BENCHMARKS

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## MARKETING METRICS TO MEASURE SUCCESS

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## MEASUREMENT METHODS

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# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

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## BREAK-EVEN ANALYSIS

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## FINANCIAL STATEMENTS

### INCOME STATEMENT

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### CASH-FLOW PROJECTION

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### BALANCE SHEET

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# APPENDIX

## RESEARCH RESULTS

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## PRODUCT SPECIFICATIONS AND IMAGES

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