****

**SIMPLE GO-TO-MARKET
STRATEGY TEMPLATE**

STRATEGY TEMPLATE

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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table of contents

[1. EXECUTIVE SUMMARY 3](#_Toc22670101)

[2. MISSION STATEMENT 4](#_Toc22670102)

[3. VISION STATEMENT 4](#_Toc22670103)

[4. SITUATIONAL ANALYSIS 5](#_Toc22670104)

[4.1 5C ANALYSIS 5](#_Toc22670105)

[4.1.1 COMPANY 5](#_Toc22670106)

[4.1.2 COLLABORATORS 5](#_Toc22670107)

[4.1.3 CUSTOMERS 5](#_Toc22670108)

[4.1.4 COMPETITORS 5](#_Toc22670109)

[4.1.5 CLIMATE 5](#_Toc22670110)

[4.2 SWOT ANALYSIS 6](#_Toc22670111)

[5. CORE CAPABILITIES 7](#_Toc22670112)

[6. GOALS 8](#_Toc22670113)

[6.1 BUSINESS GOALS 8](#_Toc22670114)

[6.2 SALES GOALS 8](#_Toc22670115)

[6.3 FINANCIAL GOALS 9](#_Toc22670116)

[6.4 MARKETING GOALS 9](#_Toc22670117)

[7. TARGET MARKET 10](#_Toc22670118)

[7.1 INFORMATION COLLECTION 10](#_Toc22670119)

[7.2 PAIN POINTS 10](#_Toc22670120)

[7.3 SOLUTIONS 11](#_Toc22670121)

[7.4 BUYER PERSONA 11](#_Toc22670122)

[8. MARKETING STRATEGY 12](#_Toc22670123)

[8.1 BUYER’S BUYING CYCLE 12](#_Toc22670124)

[8.2 UNIQUE SELLING PROPOSITION (USP) 12](#_Toc22670125)

[8.3 BRANDING 13](#_Toc22670126)

[8.4 MARKETING MIX – 4Ps 13](#_Toc22670127)

[8.4.1 PRODUCT 13](#_Toc22670128)

[8.4.2 PRICE 13](#_Toc22670129)

[8.4.3 PLACE 14](#_Toc22670130)

[8.4.4 PROMOTION 14](#_Toc22670131)

[8.5 MARKETING CHANNELS 14](#_Toc22670132)

[8.6 BUDGET 15](#_Toc22670133)

[9. PERFORMANCE STANDARDS & MEASUREMENT METHODS 16](#_Toc22670134)

[9.1 STANDARDS OF PERFORMANCE 16](#_Toc22670135)

[9.2 BENCHMARKS 16](#_Toc22670136)

[9.3 MARKETING METRICS TO MEASURE SUCCESS 17](#_Toc22670137)

[9.4 MEASUREMENT METHODS 17](#_Toc22670138)

[10. FINANCIAL SUMMARY 18](#_Toc22670139)

[10.1 FINANCIAL FORECASTS 18](#_Toc22670140)

[10.2 BREAK-EVEN ANALYSIS 18](#_Toc22670141)

[10.3 FINANCIAL STATEMENTS 19](#_Toc22670142)

[10.3.1 INCOME STATEMENT 19](#_Toc22670143)

[10.3.2 CASH-FLOW PROJECTION 19](#_Toc22670144)

[10.3.3 BALANCE SHEET 19](#_Toc22670145)

[11. APPENDIX 20](#_Toc22670146)

[11.1 RESEARCH RESULTS 20](#_Toc22670147)

[11.2 PRODUCT SPECIFICATIONS AND IMAGES 20](#_Toc22670148)

# EXECUTIVE SUMMARY

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# MISSION STATEMENT

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# VISION STATEMENT

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# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### COMPANY

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### COLLABORATORS

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| --- |
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### CUSTOMERS

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| --- |
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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

|  |
| --- |
|  |

CAPABILITY TWO

|  |
| --- |
|  |

CAPABILITY THREE

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| --- |
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# GOALS

## BUSINESS GOALS

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| --- |
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## SALES GOALS

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| --- |
|  |

## FINANCIAL GOALS

|  |
| --- |
|  |

## MARKETING GOALS

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| --- |
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# TARGET MARKET

## INFORMATION COLLECTION

|  |
| --- |
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## PAIN POINTS

|  |
| --- |
|  |

## 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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| --- |
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## BRANDING

|  |
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## MARKETING MIX – 4Ps

### PRODUCT

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| --- |
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### PRICE

|  |
| --- |
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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

|  |
| --- |
|  |

## 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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