**ONE-PAGE MARKETING PLAN
TEMPLATE for Microsoft Word**

|  |  |
| --- | --- |
| **CATEGORY** | **DESCRIPTION** |
| BUSINESS SUMMARY |   |
| BUSINESS OBJECTIVES |   |
| THE PROBLEM |   |
| OUR SOLUTION |   |
| COMPETITIVE ADVANTAGE |   |
| TARGET MARKET |   |
| MARKETING STRATEGY & OBJECTIVES |   |
| FINANCIAL REQUIREMENTS |   |

ACTION PLAN

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **ACTION** | **OWNER** | **DATE** | **COST** |
| PRODUCT |   |   |   |   |
| PRICE |   |   |   |   |
| PLACE |   |   |   |   |
| PROMOTION |   |   |   |   |
| MARKETING CHANNELS |   |   |   |   |
| PERFORMANCE STANDARDS |   |   |   |   |
| RESULTS MEASUREMENT METHODS  |   |   |   |   |
| OTHER |   |   |   |   |
| REVIEW |   |   |   |   |

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