



Enterprise Services

Marketing plan template



The Government Standard

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2 Executive Summary

In half a page or less summarise the most important aspects of the business. Make sure you include unique aspects and a brief history of the company.

In a new paragraph describe the company's mission, vision and its goals (including financial and non-financial).

3 Objectives

Set **S.M.A.R.T** objectives

Specific – target a specific area for improvement. **For example, you might set an objective of getting ten new customers**

Measurable – quantify or at least suggest an indicator of progress, you need this to be able to evaluate if you have achieved what you set out to do.

Assignable – specify who will do it.

Realistic – state what results can realistically be achieved, given available resources.

Time-related – specify when the result(s) can be achieved. For example, you might aim to get ten new customers within the next 12 months.

4 Situation analysis

a. Market summary

In this section you should describe your most important customers. Describe the market demographic, their needs, trends, growth, and sensitivities (including likes and dislikes).

b. SWOT analysis

Complete a SWOT analysis – considering political, economic, social and technological factors which may have an impact on your business.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

5

c. Competition

Describe your competition: Who are they? What is their offering? What do they do better than you? How are they a threat to your business?

d. Services

Outline the primary services or products offered by your business.

e. Unique selling point (USP)

What does your business offer that distinguishes it from the competition?

What is the **one** main USP?

What do you need to do to ensure you are offering something different, innovative and new?

5 Marketing strategy

In a paragraph describe the mission, marketing objectives and financial objectives.

a. **Target market**

Detail market demographic including their needs, trends and growth

b. **Positioning**

Where are you in the market and where do you need to be?

c. **Marketing mix**

Detail the proposed marketing mix through:

- Product strategy
- Distribution strategy
- Promotional strategy
- Pricing strategy
- Market research

6 Finance

Briefly outline your budgeting, including how you expect to meet your income targets over the year:

- a. **Break-even analysis**
- b. **Sales forecasts**

7 Control

Include a schedule of marketing activities for the next 6-12 months including responsibilities for individuals who will deliver the activities.

When will this marketing plan be reviewed?