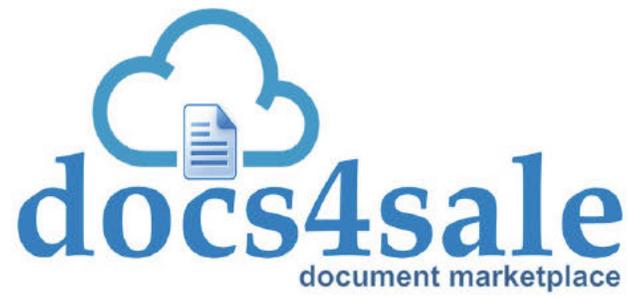
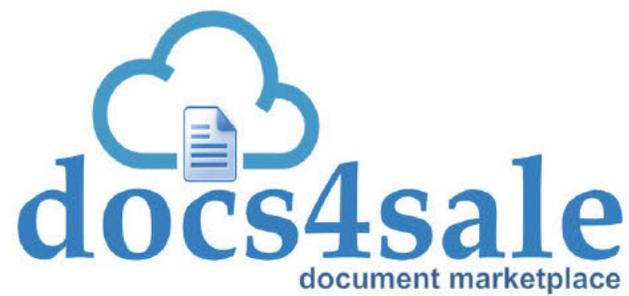


E-Commerce Marketing Plan

This E-Commerce Marketing Plan is intended to guide a business in the creation of an e-commerce marketing plan. This document helps the business in making efficient decisions based on relevant statistics to expand its customer base and increase revenue. The plan sets forth many of the issues and data that should be considered by the business. It provides a template of the information that should be included in the e-commerce marketing plan and may be customized to fit the specific needs of the business.



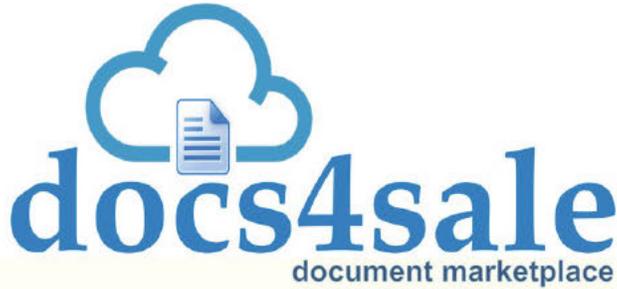
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Confidentiality

The reader acknowledges by examining or possessing this packet that the information within this marketing plan is confidential. The reader agrees not to disclose any of this information, without the express written permission of [Doggie Duds]. The reader acknowledges that any information in this market n, and that to disclose any o e Duds], and may result in

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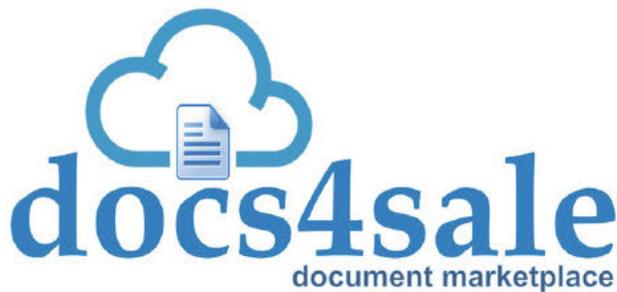
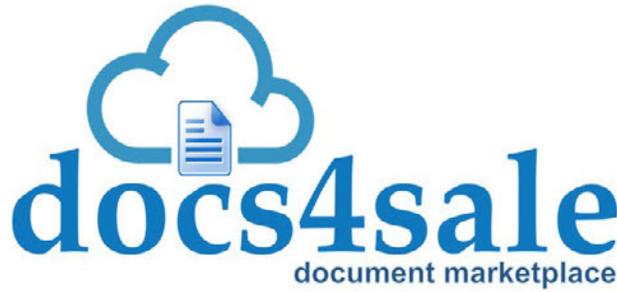
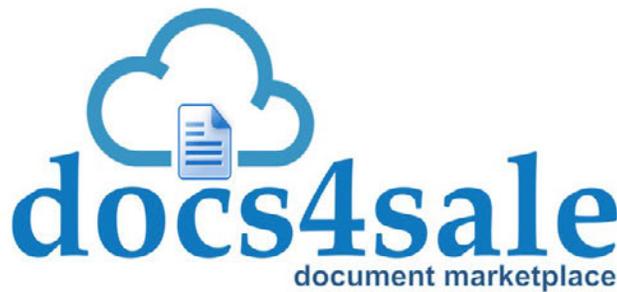


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(This template features instructions for each section (in italics); as well as, sample text for some sections. Any instructions, example text, or charts are meant to guide you and should be removed before presenting your plan.)

Executive Summary

(In this section, describe the opportunities available until later to write your plan. If you have a document to follow, please refer to it.)

Example: Doggie Duds was founded five years ago. After some initial success, we began to offer miniatures of her clothes for her seamstresses to help her keep up with the different celebrities and their employees and their opportunities.

Purpose & Objectives

(In this section, describe the purpose and strategies for this plan.)

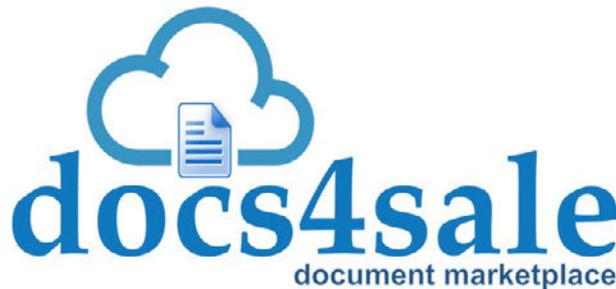
Example: This plan is based on increasing our customer base and increasing our sales goals.

Marketing Objectives

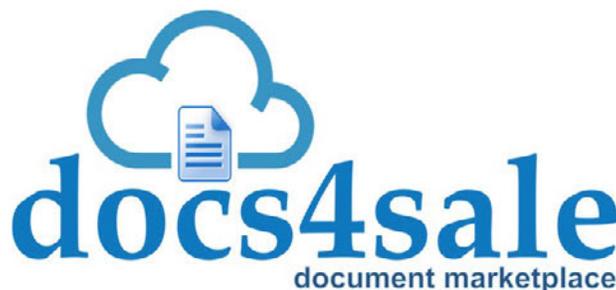
(In this section, describe the opportunities available to you and the advantages of them.)

Doggie Duds

much of the growth that we have seen has come from what was in essence free advertising by numerous publications and websites who found our product line unique and kitschy. This was driven, too, by the fact that people are very fond of their pets, and especially women will often heap the kind of attention and money on them usually reserved for a child, other family member—or themselves. Add to that the tendency for female celebrities to carry small dogs with them like a



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fashion accessory, and you have endless opportunity to produce new fashions for these jet-setting pups.

In addition to being featured in several photo spreads in Rolling Stone, Maxim, and Elle (among others), Doggie Duds has recently been approached by a well-known, much publicized young socialite heiress to begin designing a signature line. Until matters are finalized, she will simply be referred to as "D". Doggie Duds will be able to increase revenue and expand its footprint quickly and confidently to other markets.

Environm

Customer A

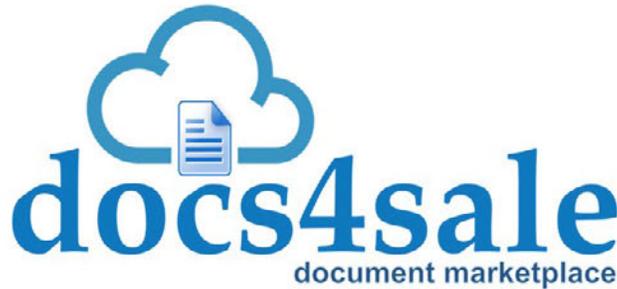
Ideal Custom

(In this section, describe your target customer's lifestyle, geographic location, their income level, their brand loyalty, and other characteristics. You may find that your customers are not necessarily individuals, but rather businesses or organizations.)

Example:

Doggie Mom

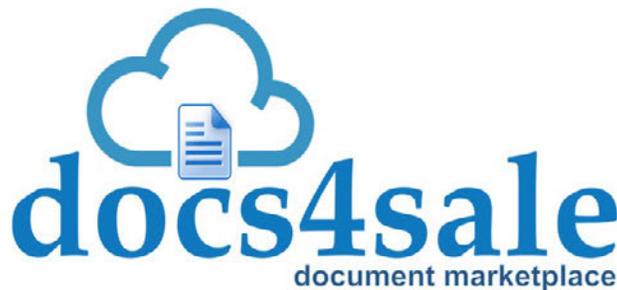
Doggie Moms are women who are very close at all times with their dogs, etc. As a result, they spend a lot of money on



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...including habits, percentage of sales, brand loyalty, etc. You may find that your customers are not necessarily individuals, but rather businesses or organizations.)

...they keep very close at all times, attend all events, and will pay a premium for them. This



feeling extends to her dog. They often have children, but these children tend to be older, and the dog becomes the recipient of the kind of affection usually lavished upon young children.

Young Trendsetters – Women, 18-35

Older Doggie Moms – Women, 50-70

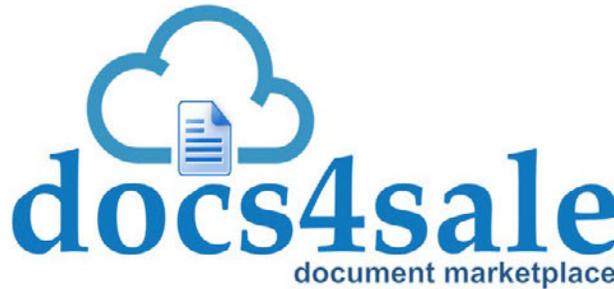
Needs

(In this section, describe the needs of your target market, with a focus on the needs that are not met by the current market.)

is not met by the current market.

Trends

(In this section, describe the trends in your market, such as new technologies, changes in consumer behavior, and how you can reach your customers.)



is a new trend that is currently gaining momentum.

Example: As women's purchasing power increases, they are looking for ways to make their purchases more convenient. This is why we have developed our mobile app, which allows women to purchase clothing and accessories from their smartphones. This is a well-executed strategy that has led to significant growth in our mobile sales.

As a result, we have seen a significant increase in sales from women, and we are confident that this trend will continue to drive growth in the future. We are committed to providing the best possible experience for our customers, and we are confident that our mobile app will continue to be a key driver of our success.

Growth

(In this section, describe the growth opportunities in your market, and how you can capitalize on these opportunities.)

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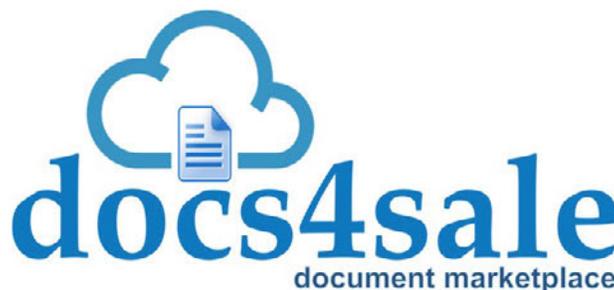
is not adversely or negatively affected.

Competitor

(In this section, describe the competitive landscape in your market, and how you can differentiate your company from your competitors.)

is a set of products that have been a part of our company history, and we are confident that they will continue to be a key driver of our success.

Example: The market for budget-conscious consumers is growing, and our clients are looking for ways to save money. Our clients are looking for ways to save money on their purchases, and we are confident that our mobile app will continue to be a key driver of our success.



It is important that they are able to find the products they are looking for at a price that is competitive with our other products. We are confident that our mobile app will continue to be a key driver of our success.

Our ideal customers. There are about five companies that create products on par with ours, both in terms of the quality of the merchandise and the price tag.

Pooch Couture – This Company is about fifteen years old and is the forerunner of our competitors. Pooch Couture, like us, has benefited from several celebrity endorsements, and their items are exceptionally beautiful. They are appealing more to older women as their items are

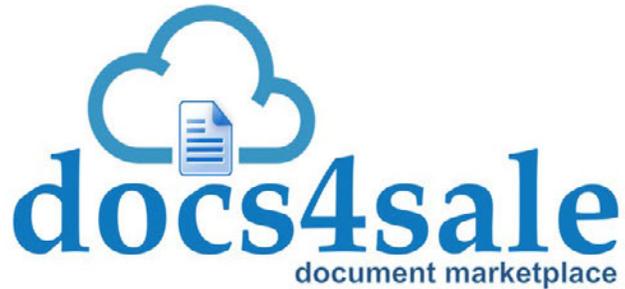
more toned-down, and they have a significant share of that demographic. We have a larger share of younger women as our clothing line is more carefree and bright. Overall, their market share is 39%, five more points than our 34%.

Puppy Love

Woof Aloof

Ruffles

Serena J.



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Internal An

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Example: In t
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People

(In this section, discuss the staff and leadership in your company. Depending on the marketing strategies included in this plan, you may want to discuss how easily staff can be trained, how connected staff is to the local community, etc.)

Infrastructure & Delivery

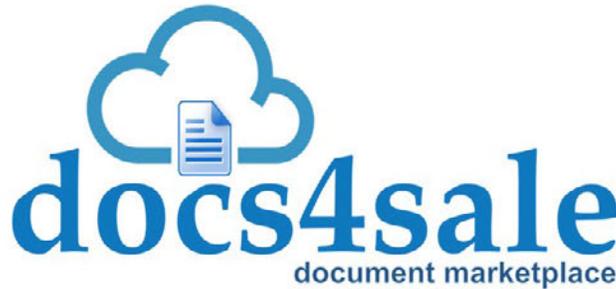
(In this section, discuss the infrastructure of your business, including physical locations and your online presence. Discuss how you deliver your product/service to your customers. If you sell through a third-party (retail store, Amazon.com, etc.) list them here.)

Example: We make 100% of our sales through our website, www.DoggieDuds.com. The site features a variety of products. We utilize USPS for shipping.

Competitive

(In this section, discuss your competition and how you differentiate your business from them.)

Example: Our products are of high quality and luxury. We use high-quality materials and have created a unique brand identity. We are not bound by traditional boundaries in our industry and undoubtedly will continue to grow.



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Product

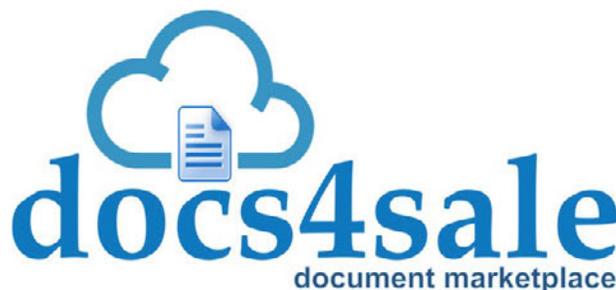
(In this section, describe your product(s).)

our ideal

Pricing Rat

(In this section, describe your pricing strategy. Also discuss any discounts or promotions you are working with or planning to implement.)

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alternative*



SWOT

*(In this section, discuss your Strengths, Weaknesses, Opportunities, and Threats. Writing about these will help you to understand the factors that affect your business from within and without.)*Example:

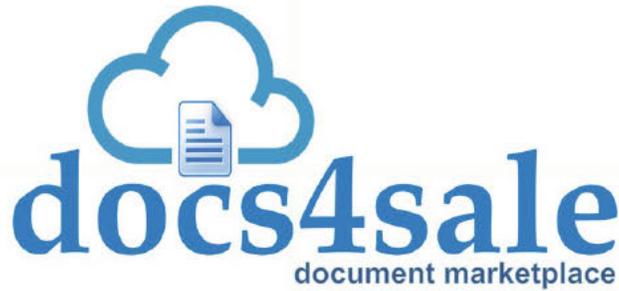
business.

Strengths

- Strong customer loyalty
- Young development staff
- Celebrity

Weaknesses

- Rising cost of materials
- Rising utility costs
- High turnover rates in our facility



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your business*

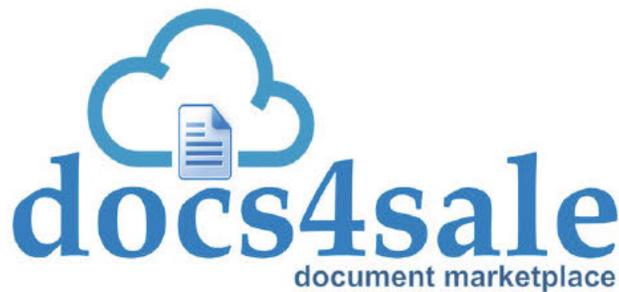
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Strengths

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Weaknesses

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Opportunities

- Example: PH: While we can't yet disclose this celebrity's identity, we can assure our customers and investors that her branded line of dog clothing will make an impressive

impact on the market in general. We expect her involvement to grow the entire industry, giving our sales the biggest boost of all.

Threats

- Example: Online storefronts of other competitors: Although our largest competitor, Pooch Couture, recently launched their new online storefront, ours has been designed to be more user-friendly, offer a wider audience, and we are currently offering a 10% discount to our existing customers.

Fundamen

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Mission

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Example: Our
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Marketing O

Supply

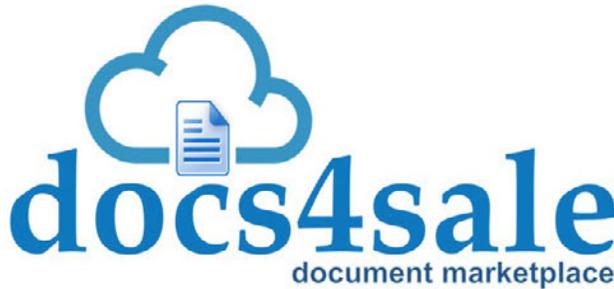
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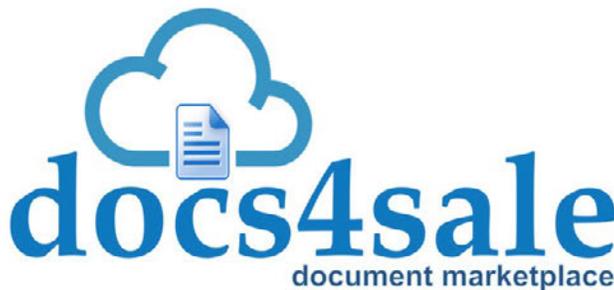
Demand

*(List your ma
either by iden
customers.)*

Example: We
interface that will make our site even easier to order from. We will advertise the launch of the updated user interface.



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new site with a viral campaign featuring several of our celebrity endorsers from the past, including Shelly L., Dana B., and Brenda F., all of whom have signed on to the campaign.

Competition

(List your marketing objectives that will serve to mitigate certain advantages that your competitors currently enjoy. Do not list advantages that you know that you have done.)

Position

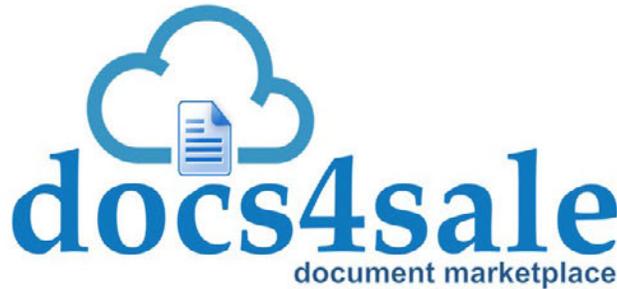
(List your business position and how you allow you to differentiate.)

USP & Key

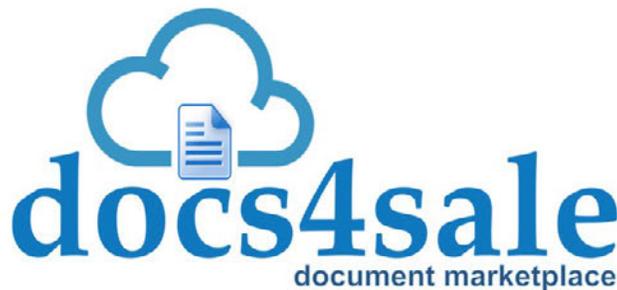
(USP is your unique selling proposition, the customer benefit message you want to be on themselves.)

(Key Differentiators)

-
-
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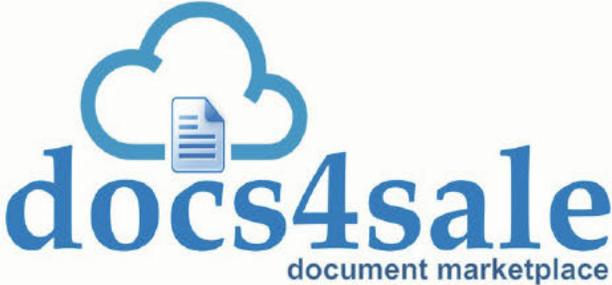
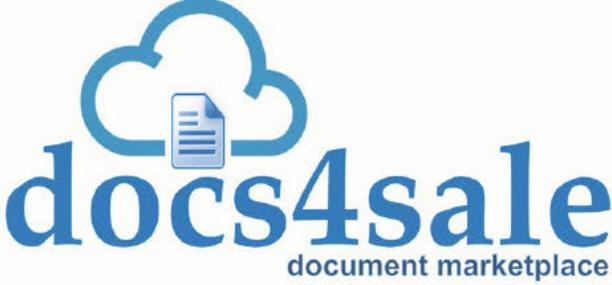
designers to

with items of product.

Implementation and Control

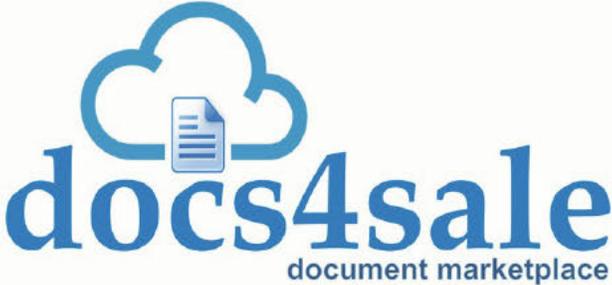
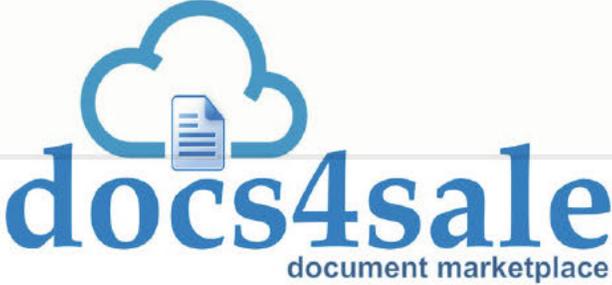
Implementation

(Use this table to outline the specific actions (include dates and the roles and responsibilities of key players) that will be used to implement your marketing strategy.) Example:

Role - Responsibility		Agency
Website - Redesign - Weekly - Social Media Campaign	 <p>DO NOT COPY COPYRIGHTED MATERIAL DOCS4SALE, INC. WWW.DOCS4SALE.COM</p> 	
PH - Enter new - Design - Advertising Campaign line - Prototype - Launch		

Control

*(Use this table to outline how your company will evaluate the effects and effectiveness of your plan.)*Example:

Activity		
Staff Performance Evaluation	 <p>DO NOT COPY COPYRIGHTED MATERIAL DOCS4SALE, INC. WWW.DOCS4SALE.COM</p> 	Quality
Salary and Review		
Measure Against		
Evaluate Trends		

Financial Forecast

Break-even Analysis

(Use a table, graph or chart that can accurately capture your business' break-even analysis.)

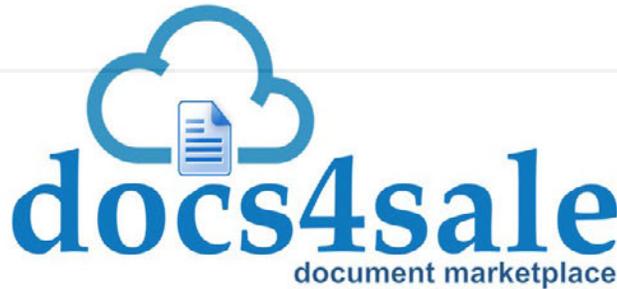
Example:

Operating Income

Fixed Costs
Variable Cost

Break-even Point

Required Total
Assumed Product
Required Product

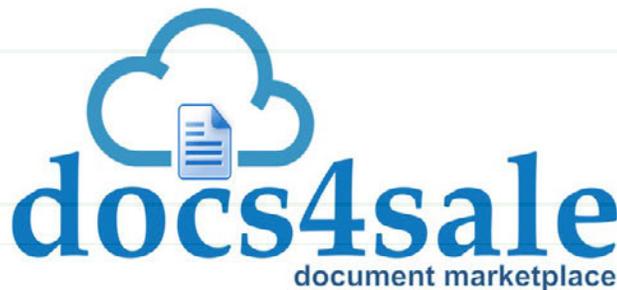


Sales Forecast

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SALES		
PH		0,000
Summerwear		000
Beachwear		00
Total Sales		5,000

Cost of Materials

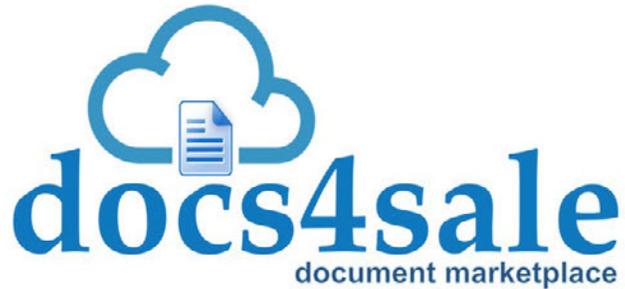
Year		3
Spending		000
Growth		%



Conclusion

(Add two or three sentences to wrap up all the information and bring this plan to a close.)

Example: We have considered our situation as a growing business, and we have identified the revenue we believe to be reasonably attainable. By examining our top position in the market, by identifying our customer base and viable ways to reach them, and by creating a plan to notify them of the changes in our products, we can ensure the quality of our products meets our customers' needs.



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