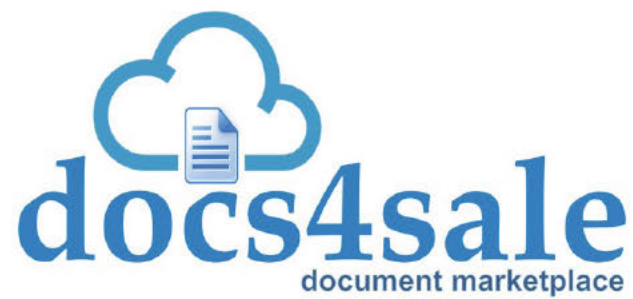
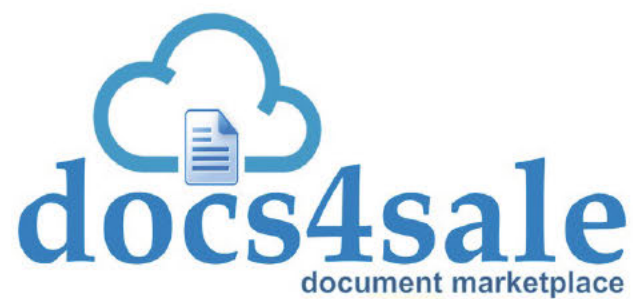


E-Commerce Marketing Plan

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.



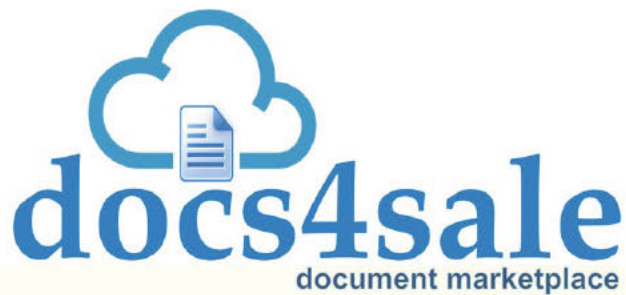
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Confidentiality

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 c e Duds], and may result in

Upon request



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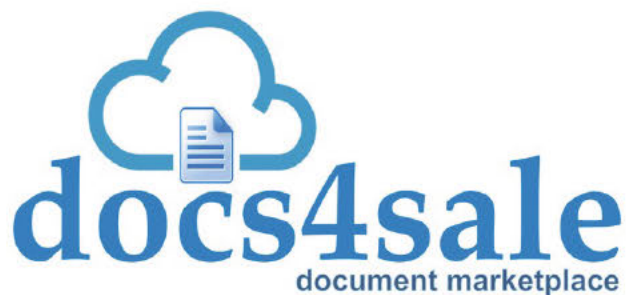
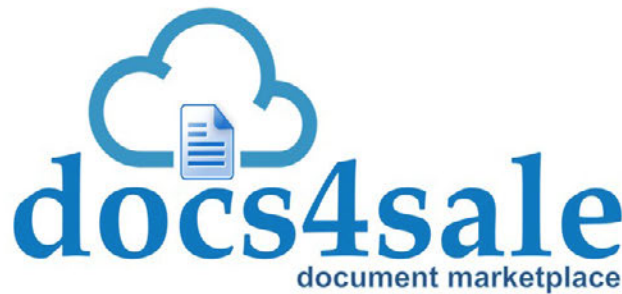
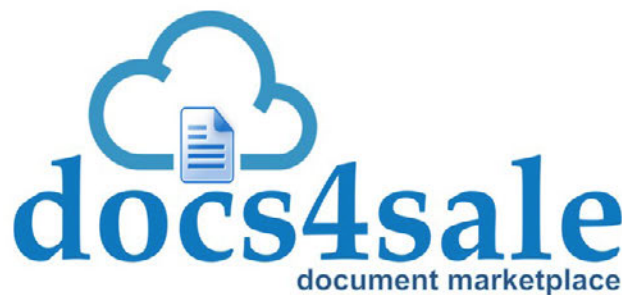


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(This template features instructions for each section (in italics); as well as, sample text for some sections. Any instructions, example text, or charts are meant to guide you and should be removed before presenting your plan.)

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 time, we began selling miniatures of her clothes for her seamstresses to help her keep different B-list celebrities' employees and opportunities.

Purpose & Objectives

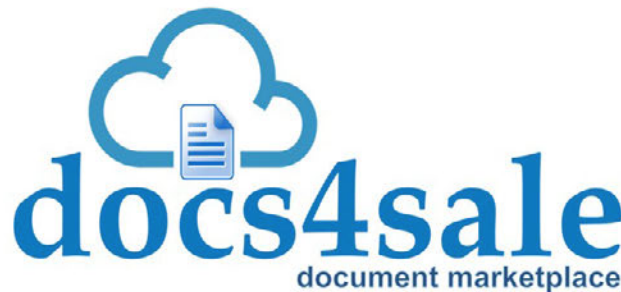
(In this section, describe the purpose and strategies for this plan.)

Example: This plan is to increase our customer base and increase sales goals.

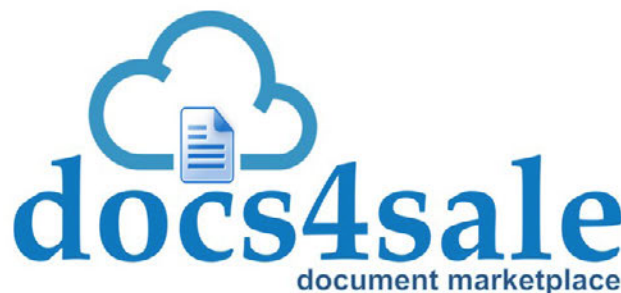
Marketing Objectives

(In this section, describe the opportunities available to them.)

Doggie Duds has seen 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 is confident that this partnership will be able to increase revenue and expand the brand quickly and confidently to new markets.

Environment

Customer Analysis

Ideal Customer

(In this section, describe the ideal customer's lifestyle, geographic location, income level, brand loyalty, and other factors that may find that they are ideal customers individually, as a group, or as a market.)

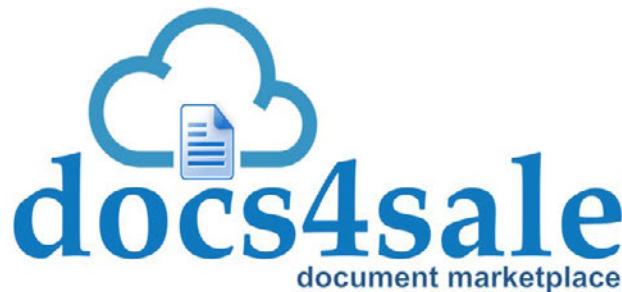
Example:

Doggie Mom

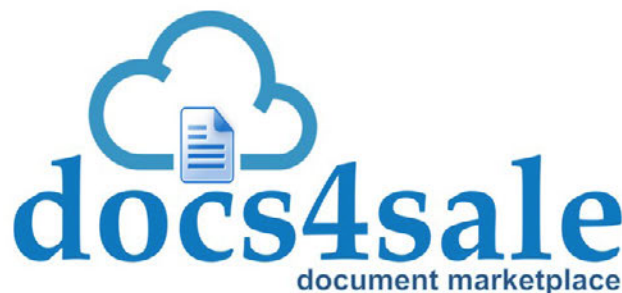
Doggie Moms are women who are close at all times with their dogs, etc. As a result, they spend a lot of money on their dogs.

(In this section, describe the ideal customer's spending habits, geographic location, income level, brand loyalty, and other factors that may find that they are ideal customers individually, as a group, or as a market.)

Doggie Moms are women who keep very close to their dogs at all times, attend all events, and will pay a premium for their dogs. This



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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

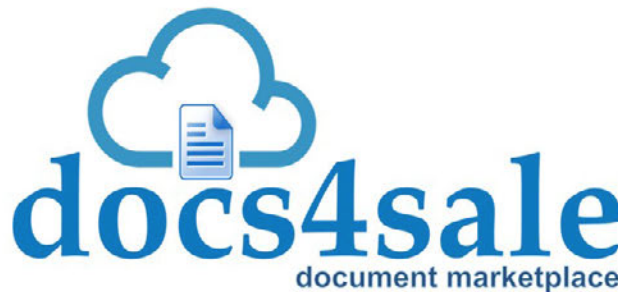
Needs

(In this section, we will discuss the needs of the target market, with a focus on the needs of the target market.)

is met by the

Trends

(In this section, we will discuss the trends in the target market, with a focus on the trends in the target market.)



, new or currently

Example: As women's purchasing power increases, they are more likely to make their purchases online. This is a trend that we will see continue in the future.

women, and the amount of money they spend on these purchases is increasing. This is a trend that we will see continue in the future.

Growth

(In this section, we will discuss the growth of the target market, with a focus on the growth of the target market.)

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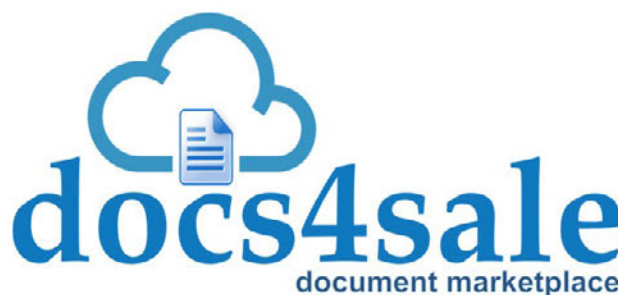
is adversely or

Competitor

(In this section, we will discuss the competitors of the target market, with a focus on the competitors of the target market.)

or set of company history,

Example: The target market for budget-conscious consumers is growing. Our clients spend a lot of money on budget-conscious products, and we are seeing a lot of growth in this market.



that they are willing to spend a lot of money on other products in terms of

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

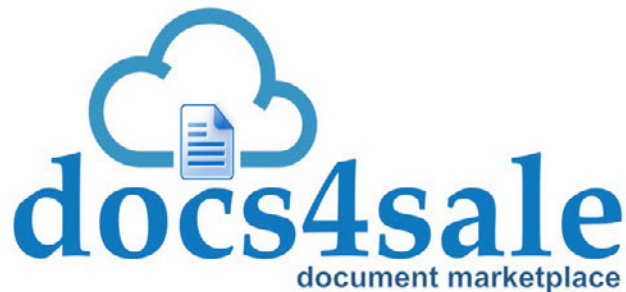
more toned-down, and they have a significant share of that demographic. We have a larger share of younger women as our clothing line is more carefree and bright. Overall, their market share is 39%, five more points than our 34%.

Puppy Love

Woof Aloof

Ruffles

Serena J.



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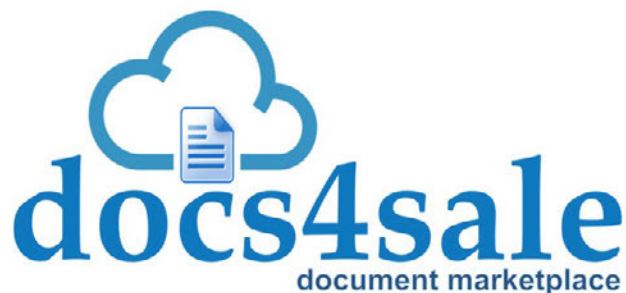
Internal Analysis

Performance

(In this section, be concise) look at the company's performance over the last 12 months. Detail the major strengths and weaknesses.

Example: In the last 12 months, the company's performance has improved from a garage to a mansion in California. The company's major strengths and feature plan have increased their market share from 20% to 30%.

1 (and 2) to two years.



on in a county, orsements our market ents.

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

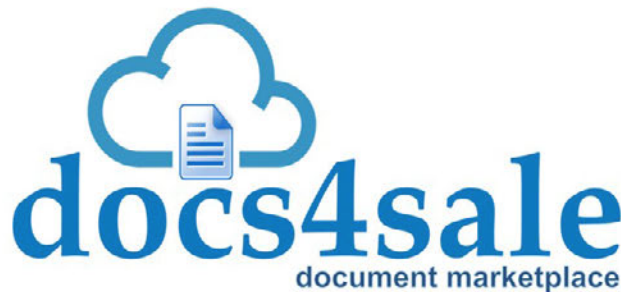
(In this section, discuss the infrastructure of your business, including physical locations and your online presence. Discuss how you deliver your product/service to your customers. If you sell through a third-party (retail store, Amazon.com, etc.) list them here.)

Example: We make 100% of our sales through our website, www.DoggieDuds.com. The site features a very user-friendly interface. We utilize USPS for shipping.

Competitive

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

Example: Our business is in the luxury market. We use high-quality materials and have created a unique brand identity. We are expanding our boundaries in the market and undoubtedly will continue to grow.



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Product

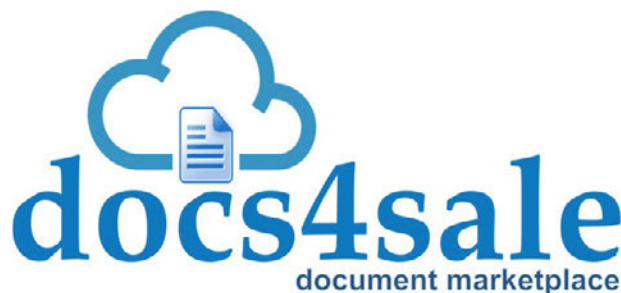
(In this section, describe your product(s).)

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.)

*for the
. Are you
alternative*



SWOT

*(In this section, discuss your business's strengths, weaknesses, opportunities, and threats. Writing about these will help you to understand the factors that affect your business from within and without.)*Example:

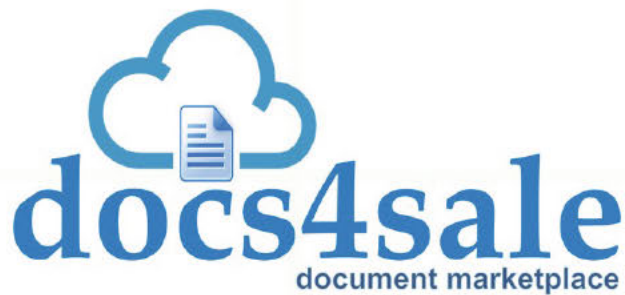
business.

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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*(Give detail h
your business*

Strengths

- Exam
fashio
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Weaknesses

- Exam
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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, more affordable, and we are currently offering a wider audience, and

Fundamen

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Mission

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Example: Our
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Marketing O

Supply

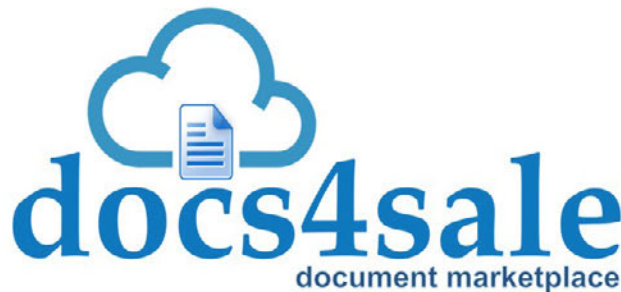
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Example: A r
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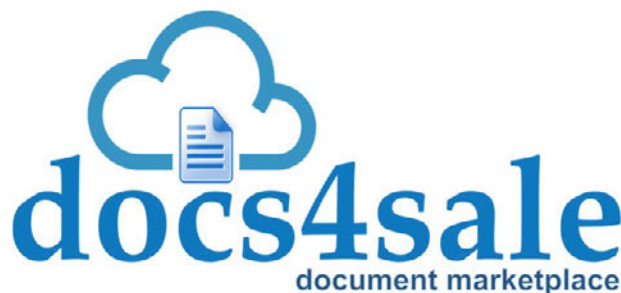
Demand

(List your ma
either by iden
customers.)

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



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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 have and that you know that you have done)

Position

(List your business and the position you allow you to hold)

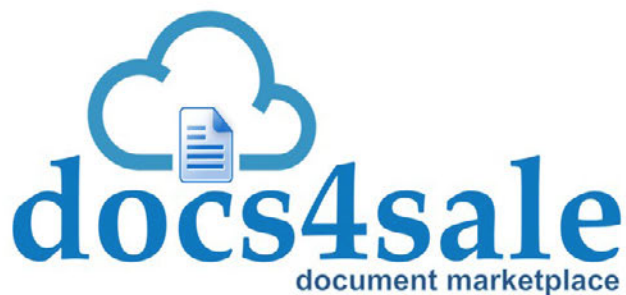
USP & Key

(USP is your customer that message you)

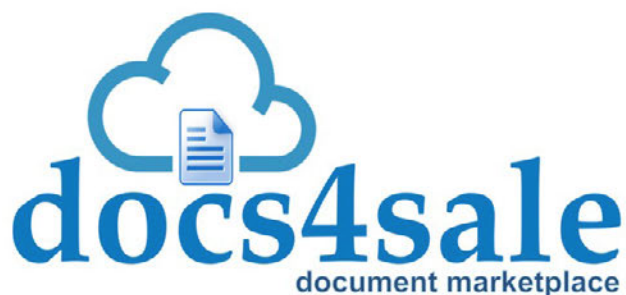
Our USP: Ex want to be on themselves.

(Key Differences)

-
-
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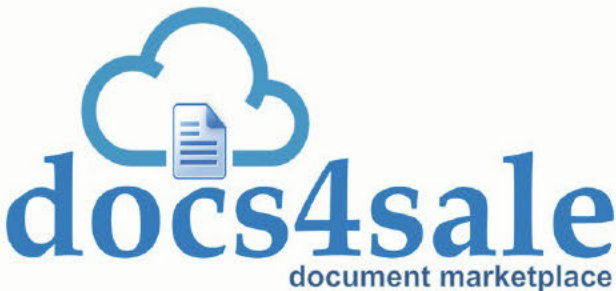
designers to

w 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	 <p>DO NOT COPY COPYRIGHTED MATERIAL DOCS4SALE, INC. WWW.DOCS4SALE.COM</p> 
- Redesign	
- Weekly	
- Social Media Campaign	
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> 	Quarterly
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.)

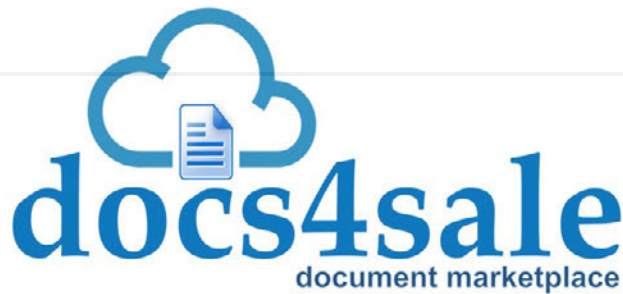
Example:

Operating Income

Fixed Costs
Variable Cost

Break-even Point

Required Total Sales
Assumed Product Price
Required Product Quantity

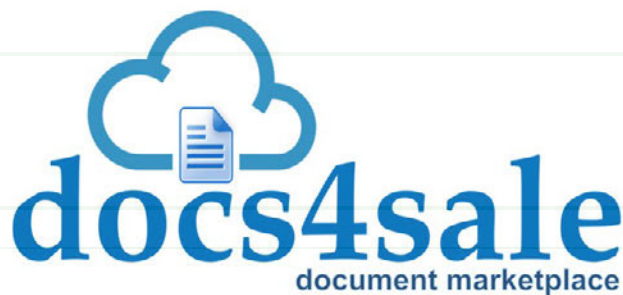


Sales Forecast

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SALES	DOCS4SALE, INC.	
PH	WWW.DOCS4SALE.COM	0,000
Summerwear		000
Beachwear		00
Total Sales		5,000

Cost of Materials

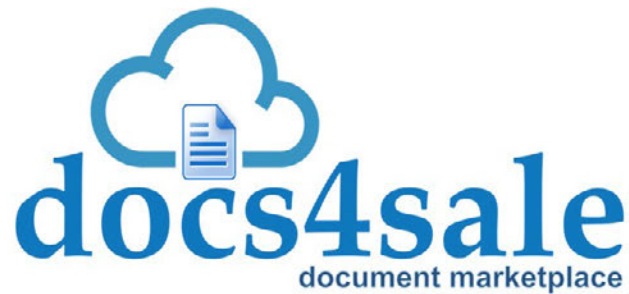
Year		3
Spending		000
Growth		%



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 that we are meeting the quality needs of our customers'.



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