**BUSN319 MARKETING PLAN OUTLINE**

**A. Cover Page**

**1.** Marketing Plan for organization/company name:

**2.** Proposed by:

**3.** Submitted to:

**4.** Date:

**B. Table of Contents Suggested number of pages**

**1.** Executive Summary 1.0

**2.** Company Description 0.5

**3.** Strategic Focus and Plan 1.0

**a.** Mission/Vision Statements

**b.** Goals

**c.** Core Competency and Sustainable Competitive Advantage

**4.** Situation Analysis 1.0

**a.** SWOT analysis

• Internal Strengths and Weaknesses: Management, Offerings, Marketing, Personnel, Finance, Manufacturing, and Research and Development (R & D)

• External Opportunities and Threats: Consumer/Social, Economic, Technological, Competitive, and Legal/Regulatory

**b.** Industry Analysis

**c.** Competitor Analysis

**d.** Customer Analysis

**5.** Market-Product Focus 2.0

**a.** Marketing and Product Objectives

**b.** Target Markets

**c.** Points of Difference

**d.** Positioning

**6.** Marketing Program 2.0

**a.** Product Strategy

**b.** Price Strategy

**(i) Break-even Analysis**

**c.** Promotion Strategy

**d.** Place (Distribution) Strategy

**7.** Financial Data and Projections 1.0

**a.** Past Sales Revenues

**b.** Five-Year Projections

**8.** Organizational Structure 0.5

**9.** Implementation 1.0

**10.** Evaluation and Control 0.5

**C. References**