

## **1. Executive Summary**

## **2. Situation Analysis**

### 2.1 Market Summary

- Target Market
- Target Market Forecast

#### 2.1.1 Market Demographics

- a. Geographic
- b. Demographics
- c. Psychographics and Behavior Factors

#### 2.1.2 Market Needs

- a. Quality
- b. Design
- c. Customer Service

#### 2.1.3 Market Trends

#### 2.1.4 Market Growth

### 2.2 SWOT Analysis

#### 2.2.1 Strengths

#### 2.2.2 Weakness

#### 2.2.3 Opportunities

#### 2.2.4 Threats

### 2.3 Competition

### 2.4 Product Offering

### 2.5 Keys to Success

### 2.6 Critical Issues

## **3. Marketing Strategy**

### 3.1 Mission

### 3.2 Marketing Objectives

### 3.3 Financial Objectives

### 3.4 Target Markets

### 3.5 Positioning

#### **4. Marketing Tactics**

4.1 Product

4.2 Pricing

4.3 Distribution

4.4 Communication

4.5 Marketing Research

#### **5. Controls**

5.1 Customer Satisfaction

5.2 New Product Development