

COMPANY NAME HERE
[YEAR] Marketing Plan Strategy Outline

OBJECTIVES AND GOALS

What are your Business Objectives for the year? (Examples: Increase market share, Annual sales, Expand business, etc.)

What are your Business Goals for the year? (Examples: Sell X# of products, Open a new business location, Create online sales channel, etc.)

COMPETITION AND MARKET OPPORTUNITY

Who are your main competitors and what are their main competitive advantages?
(Examples: lower prices, better service, more products, etc.)

Competitor #1:

Advantages:

Competitor #2:

Advantages:

Competitor #3:

Advantages:

What are your key differentiators over your competition?

How are your products or services unique to your market?