

**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?**