

# THE MARKETING PLAN

## CONTENTS OF A MARKETING PLAN

### **Title Page**

- Include the name of the company, period of time that the contents of the marketing plan covers, and completion date.
- Use a clean and professional format with examples of the company logo and product designs and packaging types.

### **Table of Contents**

- List all the contents of the marketing plan in the order they appear, citing relevant page numbers.
- List tables, graphs and diagrams on a separate page so that the reader can locate these presentation tools quickly. List the appendices that will be included at the end of your document.

### **Cover Letter**

- This letter should form a personalized overview of the document. Highlight areas of the plan that are particularly crucial to the reader, providing an indication of how this plan will help your business attain overall success in the future.

### **Historical Background**

- Give the reader an indication of where your business idea originated, citing the date you began researching into the idea, the existence of any mentors or advisors, the scope of your business (the specific of what the business "does"), and opportunities for expansion. Indicate how the future success of the business can be attributed to the strategies found in the Marketing Plan.

### **Marketing Goals and Objectives**

To introduce this section, include the "mission statement" of the business; an idea of what its goals are for customers, clients, employees and the consumer, then proceed with:

#### *Sales Objectives*