MARKETING PLAN

fit

EXTERNAL CONTINGENCIES

Competition

Legal/Political

Demographics

Technology

Culture

Physical Environment

Economy

(SWOT Analysis)

Planning

1. Understanding Consumers' Needs

   a. Marketing Research

2. Market Selection Decisions

   a. Market Segmentation
   b. Target Markets
   c. Positioning

3. Marketing Mix Decisions

   a. Products
   b. Pricing
   c. Promotion
   d. Place

Implementation
Control

fit

INTERNAL CONTINGENCIES

Vision

Mission

Objectives & Goals

Strategy

Culture

(SWOT Analysis)