Key Business Plan & Marketing Plan Elements

Business Plan

Strategic Marketing Plan

Market Research

Tactical Marketing

Business Vision & Mission

- Define Vision & Mission
- Business model
  - –Acquisitions, licenses & partnerships needed
- Market entry strategy
  - –Major barriers to entry
  - –Alternative strategies

Market Segmentation and Targeting

- Market segmentation
- Identification of target segments & customers
- Confirmation of customer needs (Voice of the Customer)

Competitive Environment

- Identify and profile
  - –Primary competitors (SWOT)
  - –Secondary competitors (SWOT)

Definition of Offering

- Prioritize customer needs
- Description of offering
- Pricing strategy
- Validation/testing

Market Positioning & Strategy

- SWOT
- Unique Selling Proposition (USP)
- Market entry strategy
  - –Major barriers
  - –Alternative strategies
  - –Objectives
- Critical success factors

Marketing and Selling Model

- Sales and channel strategy
- Sales force organization
- Sales metrics & incentives
- Brand strategy
- Advertising & promotion strategy

Product Launch

- Time-frame & milestones
- Potential risks/bottlenecks
- Key success factors
- Marketing Action Plan (MAP)

Operations & Organization

- Organizational structure
- R&D and Operations model
  - –Degree of vertical integration
  - –In-house vs. outsource
- Human resources
- Culture & management style
- Business systems & processes

Financial Analysis

- Financial model
  - –Cost structure
  - –Projected revenues & profits by segment
- Investment requirements & financing strategy

Monitor / Evaluate Results / Revise

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