

Text Outline Example

- 1.0 Executive Summary
- 2.0 Situation Analysis
 - 2.1 Market Summary
 - 2.1.1 Market Demographics
 - 2.1.2 Market Needs
 - 2.1.3 Market Trends
 - 2.1.4 Market Growth
 - 2.2 SWOT Analysis
 - 2.2.1 Strengths
 - 2.2.2 Weaknesses
 - 2.2.3 Opportunities
 - 2.2.4 Threats
 - 2.3 Competition
 - 2.4 Services
 - 2.5 Keys to Success
 - 2.6 Critical Issues
 - 2.7 Channels
 - 2.8 Macroenvironment
- 3.0 Marketing Strategies
 - 3.1 Mission
 - 3.2 Marketing Objectives
 - 3.3 Financial Objectives
 - 3.4 Target Marketing
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 - 3.6 Strategy Pyramids
- 3.7 Marketing Mix
 - 3.7.1 Services and Service Marketing
 - 3.7.2 Pricing
 - 3.7.3 Promotion
 - 3.7.4 Service
 - 3.7.5 Channels of Distribution
- 3.8 Marketing Research
- 4.0 Financials, Budgets, and Forecasts
 - 4.1 Break-even Analysis
 - 4.2 Sales Forecast
 - 4.2.1 Sales Breakdown 1
 - 4.2.2 Sales Breakdown 2
 - 4.2.3 Sales Breakdown 3
 - 4.3 Expense Forecast
 - 4.3.1 Expense Breakdown 1
 - 4.3.2 Expense Breakdown 2
 - 4.3.3 Expense Breakdown 3
 - 4.4 Linking Sales and Expenses to Strategy
 - 4.5 Contribution Margin
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 - 5.1 Implementation Milestones
 - 5.2 Marketing Organization
 - 5.3 Contingency Planning