

**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
  - 3.5 Positioning
  - 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
- 5.0 Controls
  - 5.1 Implementation Milestones
  - 5.2 Marketing Organization
  - 5.3 Contingency Planning