

Executive Summary

Product Overview

Product XYZ is a <Company Name>...

Target Audience Opportunities

The core target audience for product XYZ is small-to-medium businesses (SMBs) that want the freedom to operate and increase their business without the frustration and obstacles of software that is difficult to use.

SMBs core needs are:

- **Seamless networking solutions** that connect to business and home networks easily and securely.
- **Instant location-aware printing** that enables one-click printing when moving between locations.
- **Simple security solutions** for back-up and restore.

Situational Analysis

SWOT analysis for the situation:

- **Strengths:** Previous versions of product XYZ have high brand awareness and dominant market share.
- **Weaknesses:** Market is saturated, and the target segment doesn't see value of upgrades.
- **Opportunities:** Clear and differentiated upgrade path for the latest version of product XYZ.
- **Threats:** New set of competitors in desktop productivity category, open source software, and PC substitutes.

Business Objectives and Marketing Goals

The long-term business objectives and the supporting short-term marketing goals for the product are:

- **Business Objective:** Make product XYZ the version of choice for desktop productivity (outsell the competition) within two years.
- **Marketing Goal:** Drive three million product downloads and one million upgrades in the first six months after the product release.

Core Marketing Strategy

To achieve the marketing goal (<define and include here>), <Company Name> will drive SMBs through three distinct marketing phases:

1. Increase positive product awareness by using an integrated mix of public relations and social networking.
2. Promote in-store sales through a compelling, free trial offer and communications that remind SMBs to activate the trial product.