Simple Marketing Plan

The following pages contain an annotated sample marketing plan for Blue Sky Clothing. At some point in your career, you will likely be involved in writing—or at least contributing to –a marketing plan. And you'll certainly read many marketing plans throughout your business career. Keep in mind that the plan for Blue Sky is a single example; no one format is used by all companies. Also, the Blue Sky plan has been somewhat condensed to make it easier to annotate and illustrate the most vital features. The important point to remember is that the marketing plan is a document designed to present concise, cohesive information about a company's marketing objectives to managers, lending institutions, and others who are involved in creating and carrying out the firm's overall business strategy.

Five-Year Marketing Plan Blue Sky Clothing, Inc.

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EXECUTIVE SUMMARY

This five-year marketing plan for Blue Sky Clothing has been created by its two founders to se
funding for growth and to inform employees of the company's current status and direction. Alt
was launched only three years ago, the firm has experienced greater-than-anticipated demand f
and research as shown that the target market of sport-minded consumers and sports retailers w
more casual clothing than Blue Sky currently offers. They are also interested in extending their
well as adding new product lines. In addition, Blue Sky plans to explore opportunities for on
marketing environment has been very receptive to the firm's high-quality goods—casual clot
colors with logos and slogans that reflect the interests of outdoor enthusiasts around the cou
next five year, Blue Sky can increase its distribution, offer new products, and win new customers.

The executive summary outlines the who, what , where, when , how, and why of the marketing plan. Blue Sky is only three years old and is successful enough that it now needs a formal marketing plan to obtain additional financing from a bank or private investors for expansion and the launch of new products.

COMPANY DESCRIPTION

Blue Sky Clothing was founded three years ago by entrepreneurs Lucy Neuman and Nick Russell, M
undergraduate degree in marketing and worked for several years in the retail clothing ind
operated an adventure business called Go West!, which arranges group trips to locations
Montana, and Idaho, before selling the enterprise to a partner. Neuman and Russell, who hav
since college, decided to develop and market a line of clothing with a unique—yet universal—app
enthusiasts.

The company description summarizes the history of Blue Sky—how it was founded and by whom, what its products are, and why they are unique. It begins to "sell" the reader on the growth possibilities for Blue Sky.