

MARKETING ACTION PLAN					
FY 2015/16					
STRATEGY	[Insert marketing strategy here to keep you on focused]				
BUDGET ALLOCATION	[Insert marketing budget allocation to keep it visible at a glance and top of mind]				
CATEGORIES	[Categories that fall under this section should relate to the marketing plan and cover off the marketing P's - Price, Place, Product, Promotion, Packaging, People etc]				
THE WHAT'	OBJECTIVES	HOW	WHO	WHEN	METRICS
PROMOTIONS					
PRODUCT					
PACKAGING					
PLACE/CHANNEL					
PEOPLE					
Please note that these sub-categories are for illustrative purposes only. Actual sub-categories must reflect an individual marketing plan.					