**[](https://www.smartsheet.com/try-it?trp=11936&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Agency+Business+Plan-word-11936&lpa=Advertising+Agency+Business+Plan+word+11936)ADVERTISING AGENCY   
BUSINESS PLAN TEMPLATE**

**A close up of a flower

Description automatically generated**

BUSINESS PLAN

AGENCY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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| PREPARED BY | TITLE | DATE |
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| APPROVED BY | TITLE | DATE |
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# BUSINESS SUMMARY

## OUR COMPANY

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|  |

## MISSION STATEMENT

|  |
| --- |
|  |

## VISION STATEMENT

|  |
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|  |

# THE CHALLENGE

## PROBLEM

|  |
| --- |
|  |

## OPPORTUNITY

|  |
| --- |
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# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### *COMPANY*

|  |
| --- |
|  |

### *COLLABORATORS*

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| --- |
|  |

### *CUSTOMERS*

|  |
| --- |
|  |

### *COMPETITORS*

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| --- |
|  |

### *CLIMATE*

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## SWOT ANALYSIS

|  |  |
| --- | --- |
| INTERNAL FACTORS | |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS | |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

### CAPABILITY ONE

|  |
| --- |
|  |

### CAPABILITY TWO

|  |
| --- |
|  |

### CAPABILITY THREE

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| --- |
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# MARKETING CAPABILITIES

## CAPABILITY ONE

|  |
| --- |
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## CAPABILITY TWO

|  |
| --- |
|  |

## CAPABILITY THREE

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# GOALS

## BUSINESS GOALS

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## SALES GOALS

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| --- |
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## FINANCIAL GOALS

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## COMMUNICATION GOALS

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# TARGET MARKET

## INFORMATION COLLECTION

|  |
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## PAIN POINTS

|  |
| --- |
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## SOLUTIONS

|  |
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## BUYER PERSONA

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| --- |
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# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

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| --- |
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## UNIQUE SELLING PROPOSITION (USP)

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## MARKETING MIX – 4Ps

### *PRODUCT*

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### *PRICE*

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| --- |
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### *PLACE*

|  |
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### *PROMOTION*

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## MARKETING CHANNELS

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## BUDGET

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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

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## BENCHMARKS

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## MARKETING METRICS TO MEASURE SUCCESS

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## MEASUREMENT METHODS

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# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

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## BREAK-EVEN ANALYSIS

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## FINANCIAL STATEMENTS

### *INCOME STATEMENT*

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### *CASH-FLOW PROJECTION*

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### *BALANCE SHEET*

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# APPENDIX

## RESEARCH RESULTS

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## PRODUCT SPECIFICATIONS AND IMAGES

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