A close up of a flower

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**SMALL BUSINESS   
MARKETING PLAN**

MARKETING PLAN

SMALL BUSINESS NAME

Street Address

City, State and Zip

Phone: 000-000-0000

webaddress.com

Version 0.0.0

date: mm/dd/yy

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| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
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| EMAIL | | PHONE |
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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*

|  |
| --- |
|  |

### *CUSTOMERS*

|  |
| --- |
|  |

### *COMPETITORS*

|  |
| --- |
|  |

### *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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# MARKETING GOALS

## SHORT-TERM GOALS AND ACTION PLAN

### *LEVERAGE EXISTING CUSTOMER BASE*

|  |
| --- |
|  |

### *EXTEND REACH*

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## LONG-TERM GOALS AND ACTION PLAN

### *BRAND AWARENESS / AUTHORITY*

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| --- |
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### *IMPROVED SEARCH RANKING*

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# TARGET MARKET

## DEMOGRAPHICS

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## PSYCHOGRAPHICS

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# MARKETING STRATEGY

## UNIQUE SELLING PROPOSITION (USP)

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## MARKETING MIX – 4Ps

### *PRODUCT*

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### *PRICE*

|  |
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### *PLACE*

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### *PROMOTION*

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## MARKETING CHANNELS

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| --- |
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## BUDGET

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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

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## KEY PERFORMANCE INDICATORS (KPIs)

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| --- |
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## METHODS OF MEASUREMENT

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# FINANCIAL SUMMARY

## FINANCIAL REQUIREMENTS

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## ASSUMPTIONS / PROJECTIONS

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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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