**Market Plan**

**MAR 100**

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| **Introduction**  Includes name of product/service  Describes product features (what the product/service is)  Describes benefits to customers (what the product/service does) |  |
| **Situational Analysis**  Identify the industry/ industries within which the product is situated  Provide information on the size and growth of the industry  Identify top competitors and discuss their strengths and weaknesses  Describe opportunities and threats in the industry  Describe the strengths and weakness of the product/company |  |
| **Target Market**  Identify the target market – Who are your customers? Demographics? Psychographics? Geography / Behavioral characteristics?  What evaluative criteria will customers use in purchasing the product? How involved are they in the purchase? |  |
| **Positioning**  How would the product/service to be perceived by customers relative to competition? |  |
| **Product Strategy**  Branding: (e.g. packaging, brand name, logo, special services offered)  Product life cycle strategies: Product lines / brand extensions |  |
| **Promotion Strategy**  Describe promotion campaign in terms of:  Media habits of target audience—reader, viewer, listener profiles;  Communication goals; Message; Media plan;  Use of social media to engage customers |  |
| **Price Strategy**  Pricing Objective  Introductory pricing strategy: price penetration versus price skimming  Pricing tactics |  |
| **Distribution Strategy**  Different channels to distribute products/service  Length of channel / Distribution intensity  Use of technology in the distribution strategy  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Format**  Cover page that includes:  Student name(s)  Class – Section Number  Title of assignment  Font size 10-12 points, Times New Roman.; 1.5 spaced; 1" margins;  **Bold and Underline the heading for each section;** No typographical errors |  |