**Market Plan**

**MAR 100**

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| **Introduction** Includes name of product/serviceDescribes 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 situatedProvide information on the size and growth of the industryIdentify top competitors and discuss their strengths and weaknessesDescribe 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 ObjectiveIntroductory pricing strategy: price penetration versus price skimmingPricing tactics |  |
| **Distribution Strategy**Different channels to distribute products/serviceLength of channel / Distribution intensityUse of technology in the distribution strategy\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Format** Cover page that includes:Student name(s) Class – Section NumberTitle 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 |  |