

Marketing Plan Summary

Company Name _____ Lasted Edited _____

Address Website _____

Target Market: _____

Industry Trends: _____

Goals: (specific and measurable)
1. _____
2. _____
3. _____

Strategies:
1. _____
2. _____
3. _____

Strengths:
1. _____
2. _____
3. _____

Yearly Marketing Budget: _____

Product (or services): _____

Price: _____

Placement: _____

Promotion: _____

Top 3 Competitors:
1. _____
2. _____
3. _____

Weaknesses:
1. _____
2. _____
3. _____

Monthly Tactics

January: _____

February: _____

March: _____

April: _____

May: _____

June: _____

July: _____

August: _____

September: _____

November: _____

December: _____

Notes: _____

