

# Marketing Plan

## *strategy slides*



Marketing Plan

This slide shows a high-level overview of a marketing plan, including sections for Executive Summary, Objectives, Strategies, and Budget. It is presented as a single-page document.

Marketing Plan on Page



Vision

Purpose

Goals

Year	2011	2012	2013
Revenue	100	120	150
Profit	20	25	30
Market Share	10%	12%	15%

Vision Purpose



Sales Forecast

Category	Q1	Q2	Q3	Q4	Annual
Product A	100	120	150	180	550
Product B	80	90	110	130	410
Product C	60	70	80	90	300
Total	240	280	340	400	1260

Sales forecast



Profit statement

Item	2011	2012	2013
Revenue	100	120	150
Cost of Goods Sold	80	95	120
Gross Profit	20	25	30
Operating Expenses	10	12	15
Operating Profit	10	13	15
Interest Expense	2	2	2
Income Tax	1	1	1
Net Profit	7	10	12

Profit statement



Marketing Budget

Category	2011	2012	2013
Advertising	50	60	70
Public Relations	10	12	15
Sales Promotions	20	25	30
Direct Response	15	18	22
Marketing Research	5	6	8
Total	100	121	145

Marketing Budget



Key Issues and Strategies

Key Issue	Strategy
Market Penetration	Expand into new markets
Product Development	Develop new products
Market Expansion	Expand into new markets
Competitive Advantage	Develop unique selling proposition

Key Issues & Strategies



Strategy

Strategy is the overall plan for achieving the organization's long-term goals. It involves identifying the organization's strengths and weaknesses, and developing a plan to leverage its strengths and address its weaknesses.

Strategy page



Brand Strategy Roadmap

Brand Strategy Roadmap

A visual representation of the brand strategy over time, showing the progression from brand identity to brand positioning and brand communication.

Brand Strategy Roadmap



Brand Communications Plan

Brand Communications Plan

A detailed plan for the brand's communication activities, including advertising, public relations, and direct response.

Brand Communications



Innovation Plan

Innovation Plan

A plan for the organization's innovation activities, including research and development, and the commercialization of new products.

Innovation Plan



Selling and Retail Plan

Selling and Retail Plan

A plan for the organization's selling and retail activities, including sales force management and retail operations.

Selling / Retailing



Competitive Defense Plan

Competitive Defense Plan

A plan for the organization's competitive defense activities, including market research and competitive analysis.

Competitive Defense

# Marketing Planning Strategy Part Vii

**Zhe Xu**



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