

Name(s): _____

Date: _____

Marketing Plan Template

Business Name: _____

Target Market:

Our primary customers are:

- _____
- _____
- _____

Market Needs:

- _____
- _____
- _____

Competition:

- Competitor 1: _____ (strengths/weaknesses)
- Competitor 2: _____ (strengths/weaknesses)
- Competitor 3: _____ (strengths/weaknesses)

Unique Selling Proposition (USP):

“Our business is unique because _____.”

Pricing Strategy:

- Product/Service #1: _____ (\$_____)
- Product/Service #2: _____ (\$_____)
- Bundle/Package: _____ (\$_____)

Our pricing is _____ (lower/similar/higher) than competitors because _____.

Promotion Strategy:

- Social Media: _____
- Print/Local Ads: _____
- Specials/Discounts: _____

Name(s): _____

Date: _____

- Events/Other Promotions: _____

Place (Distribution):

- _____ (in-store, online, delivery, etc.)
- _____ (special partnerships, catering, etc.)

Sales Forecast (First Year Goal):

We expect to sell _____ units per week/month, which equals _____ units per year.

Estimated Revenue: \$_____ in year one.