




Marketing Plan

Title





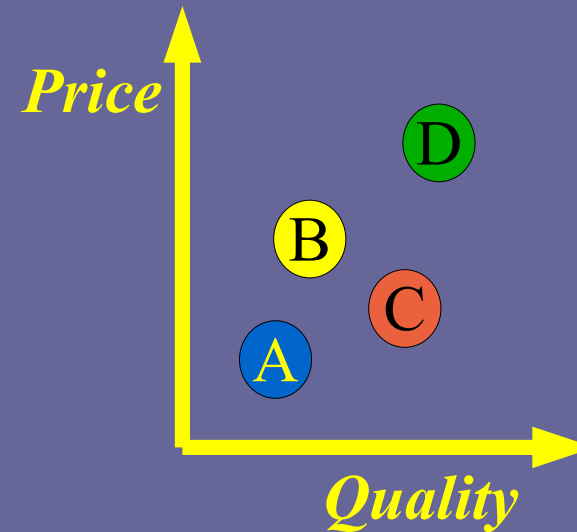
Product description

 Describe the product or service to be marketed here




Competition

- Describe the products of your direct competitor and position your product in relation to quality and price





Positioning

- Positioning the product or service: What makes it different to the products of the competition, which advantages does it offer?
 - Customer advantage: Summarize the product or service advantages for the consumer.
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Communication Strategy

- How can the product or the service reach the consumer?
- Which consumer groups should be targeted?



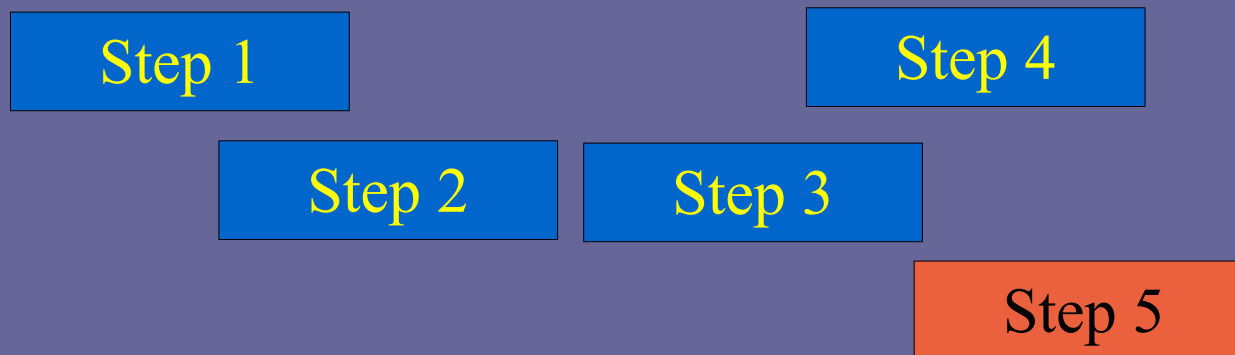


Packaging

- Describe the product packaging in relation to form, design, price and strategy
 - What benefits does the product get from its packaging?
 - How can the packaging and other visual elements be combined?
 - Which costs will be incurred?
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Product Introduction

- Describe the time schedule for the product introduction
- What steps need to be fulfilled and when?





Advertising

- ❑ Which strategy should be used for advertising?
- ❑ Overview of the Strategies
- ❑ Overview of the Schedule
- ❑ Costs for advertising





Pricing Strategy

- Summarize the pricing strategy
- Compare this with similar products
- What cost requirements need to be fulfilled?






Distribution

- Explain the distribution strategy
- What distribution channels do you wish to use?
- What is the intended sales volume of each of the channels?





International

- ❑ Describe the international distribution strategies
 - ❑ Which partners do you want to cooperate with?
 - ❑ Describe the international pricing strategy
 - ❑ How is the product to be localized?
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Performance Test

- Describe the goals set for the introductory period and the year after that
- How should the success be measured?
- How can success be achieved?





Summary and Conclusion

- Summarize the most important points
- How does the schedule look?
- What are the long-term goals?

