

Description of Product or Service: _____

SWOT Analysis

Strengths: _____

Weaknesses: _____

Opportunities: _____

Threats: _____

Customers

Description of Target Customer: _____

Age: _____ Gender: _____ Profession: _____

Education Level: _____ Geographic Residence: _____

Other (firm, organization) : _____

Business Competition

Competitor Name 1 : _____

Years in Business: _____ Market Share: _____

Pricing/Strategy: _____

Features: _____

Competitor Name 2 : _____

Years in Business: _____ Market Share: _____

Pricing/Strategy: _____

Features: _____

Planning

Marketing Budget: _____

Goals (Specific, Measurable, Attainable, Realistic, Timely):

- 1. _____
- 2. _____
- 3. _____

Strategies

- 1. _____
- 2. _____
- 3. _____

Industry Trends: _____

Mkt Mix & Trade Mkt

Pricing: _____

Place: _____

Promotion: _____

People & product : _____

Trade mkt : _____