

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 : _____	Competitor Name 2 : _____
Years in Business: _____ Market Share: _____	Years in Business: _____ Market Share: _____
Pricing/Strategy: _____	Pricing/Strategy: _____
_____	_____
Features: _____	Features: _____
_____	_____

Planning	MktMix, TradeMkt & DigitalMkt
Marketing Budget: _____	Pricing: _____
Goals (Specific, Measurable, Attainable, Realistic, Timely):	Place: _____
1. _____	Promotion: _____
2. _____	People & Product : _____
3. _____	Trade marketing : _____
Strategies	Search : _____
1. _____	Internet : _____
2. _____	Social : _____
3. _____	Mobile : _____
Industry Trends: _____	
