

One-Year Marketing Plan

Company Name _____
Market _____
Control Period _____
By _____

Address 1 _____
Address 2 _____
Phone _____
E-mail _____

Target Market _____

Yearly Marketing Budget _____
Product(s) sold _____

Industry Trends _____

Price _____

Goals (specific and measurable)
I. _____
II. _____
III. _____

Placement _____

Strengths
I. _____
II. _____
III. _____

Top 5 Competitors
I. _____
II. _____
III. _____

Weak Strengths
I. _____
II. _____
III. _____

Year Weaknesses
I. _____
II. _____
III. _____

Monthly Tactics

January _____

July _____

February _____

August _____

March _____

September _____

April _____

October _____

May _____

November _____

June _____

December _____

This plan was developed using data from a market research study conducted by the Marketing Research Institute. The information contained herein is confidential and should not be disclosed to other parties. The Marketing Research Institute is not responsible for any errors or omissions in this document. © 2000 Marketing Research Institute.