



MARKETING PLAN

BUSINESS NAME:

DATE:

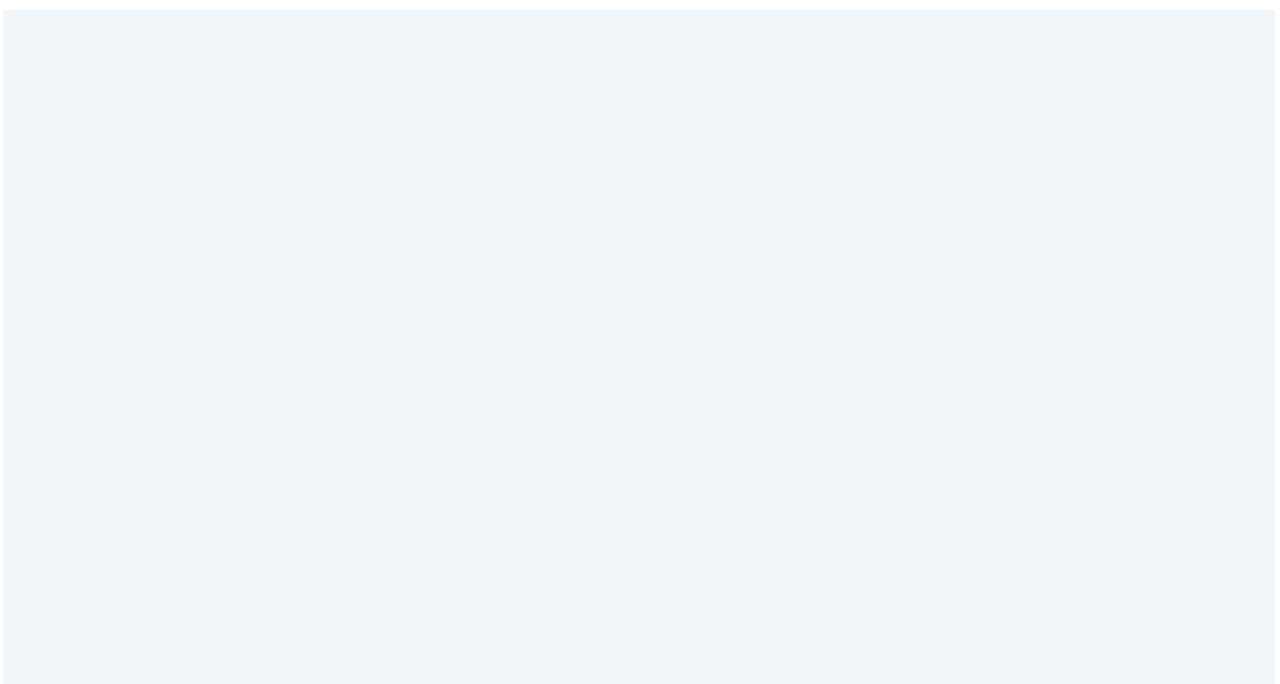
1) GOALS & OBJECTIVES

2) TARGET CUSTOMERS

3) COMPETITION



4) UNIQUE SELLING POINTS



5) SWOT

Strengths

Weaknesses

Opportunities

Threats

6) MARKETING CHANNELS



7) KEY MESSAGES



8) BUDGET

