

Company name			
Company address			
Company location			
Telephone	Tel		Fax
E-mail:			www
Name of director			

# MARKETING PLAN

For the year of 200\_ - 200\_

AUTHORS	:	
CO-AUTHORS	:	
DATE of DRAFTING	:	

This marketing plan has been drafted in aim to show marketing aspects of business and development of business entity. For that reason all users of the plan are obliged to keep its confidentiality.

Description / profile of enterprise:

Business philosophy of enterprise:

Marketing definition of enterprise activity:

Mission and vision of enterprise:

Marketing mix:

Marketing strategy:

Key information and key words of marketing plan:

**CERTIFICATE,  
SIGNATURE of  
PERSON or INSTITUTION,  
WHICH WORKED on  
the  
MARKETING PLAN**

EXECUTIVE SUMMARY	2
TABLE OF CONTENTS	4
COMPANY PROFILE	5
1.1. Basic information on company	5
1.2. Business philosophy of company	5
1.3. Marketing definition of activity	5
1.4. Company Vision and Mission	5
1.5. Analysis of strengths, weaknesses, opportunities and threats	6
1.6. Review of improvement of strengths and opportunities and reduce of threats and weaknesses	6 7
1.7. History of company activity	7
	8
MARKETING MIX	8
2.1. Product/Service as element of marketing mix	9
2.2. Price as element of marketing mix	10
2.3. Place as element of marketing mix	11
2.4. Promotion as element of marketing mix	12
2.5. Summary of marketing mix	12
	13
MARKETING STRATEGY	13
3.1. Aimed markets	13
3.2. Current and potential buyers of products/service	14
3.3. Analysis of competition	15
3.4. Influence of competition on profitability	15
3.5. Compatibility of the plan with strategic objectives of enterprise	15
3.6. Compatibility of the plan with operating objectives of enterprise	16
3.7. Budget for marketing plan realisation	17
3.8. Risks	17
	18
CONCLUSION	18
4.1. Terming plan of marketing plan realisation	18
4.2. Expected effects	18

**1.1. BASIC INFORMATION ON COMPANY**

FULL COMPANY NAME:		
ORGANIZATION FORM:		
BASIC COMPANY ACTIVITIES		
OWNERSHIP STRUCTURE	NAME	% participation
Owner		
Owner		
Owner		
Owner		
Owner		
COMPANY DIRECTOR		
MAIN MARKETING CLERK		
COMPANY ESTABLISHMENT DATE		
CURRENT NUMBER OF EMPLOYEES		

**1.2. COMPANY BUSINESS PHILOSOPHY****1.3. MARKETING DEFINITION OF ACTIVITIES****1.4. COMPANY VISION AND MISSION**

MISSION

VISION

1.5. ANALYSIS OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)

EXTERNAL FACTORS \ INTERNAL FACTORS	Internal strengths (S)	Internal weaknesses (W)
		1. 2. 3. 4. 5. 6. 7. 8. 9.
Exterior opportunities (O)	S-O Maxi-Maxi strategy	W-O Mini-Maxi strategy
1. 2. 3. 4. 5. 6. 7. 8. 9.		
Exterior threats (T)	S-T Maxi-Mini strategy	W-T Mini-Mini strategy
1. 2. 3. 4. 5. 6. 7. 8. 9.		

1.6. REVIEW OF IMPROVEMENT OF STRENGTHS AND OPPORTUNITIES AND REDUCE OF THREATS AND WEAKNESSES

1.7. COMPANY ACTIVITY HISTORY

## INTRODUCTION

### 2.1. PRODUCTION/SERVICE AS ELEMENT OF MARKETING MIX

#### PRODUCTS/SERVICES DESCRIPTION

#### DESCRIPTION OF POSSIBILITIES FOR EXPANDING OF ASSORTMENT OF PRODUCTS/SERVICES

#### MAIN ADVANTAGES AND DISADVANTAGES OF PRODUCTS/SERVICES COMPARING THE COMPETITION

##### A. DOMESTIC COMPETITION

##### B. FOREIGN COMPETITION

#### PROFIT ANALYSIS

*Which product/service makes the highest profit and which makes the lowest one?*

#### SPECIALITY OF PRODUCTS/SERVICES

#### POSSIBILITY FOR INNOVATION OF PRODUCTS/SERVICES

## 2.2. PRICE AS ELEMENT OF MARKETING MIX

### WAY OF DETERMINATION OF PRODUCTS PRICES

### OBJECTIVES OF THE ADOPTED PRICE POLICY

### IS PRICE POLICY ECONOMIC

### BASIC DIRECTIONS FOR PRICE DETERMINATION

- Additional services
- Status
- Quality of product / service
- Production costs
- Demand
- Durability
- Sale costs
- Entry on market in due time
- Competition
- Market entry costs
- Other

### EXPLANATION

## 2.3. PLACE AS ELEMENT OF MARKETING MIX

PREPARATION PF PRODUCTS FOR DISTRIBUTION

PATH OF PRODUCT/SERVICE TOWARDS BUYER

INFLUENCE OF BUSINESS PARTNERS ON DISTRIBUTION

2.4. PROMOTION AS ELEMENT OF MARKETING MIXWAY OF PRODUCT/SERVICE PROMOTIONPLANS FOR PROMOTION IMPROVEMENTPLAN OF PROMOTION FINANCING

YEAR	CURRENT YEAR	YEAR 1	YEAR 2	YEAR 3
Promotion through electronic media (local)				
Promotion through electronic media (national)				
Promotion on written media				
Promotion through event				
Promotion through sponsorship				
Promotion material making				
TOTAL FOR EACH YEAR				
TOTAL				

2.5. SUMMARY OF MARKETING MIX

<b>PRODUCT</b>			<b>PLACE</b>
1. 2. 3. 4. 5.			1. 2. 3. 4. 5.
1. 2. 3. 4. 5.			1. 2. 3. 4. 5.
	KEY IMPROVEMENTS		
<b>PRICE</b>			<b>PROMOTION</b>

## 3.1. AIMED MARKETS

AIMED MARKET SEGMENTS

CRITERIA OF MARKET SEGMENTATION

CHANGES OF MARKET PART

WAY OF SELECTION OF AIMED MARKET

## 3.2. CURRENT AND POTENTIAL BUYERS OF PRODUCTS/SERVICES

## 3.3. ANALYSIS OF COMPETITION

REGARDING PRICE

REGARDING QUAYLITY

REGARDING DELIVERY

REGARDING LICATION

REGARDING PROMOTION

OTHER

## 3.4. INFLUENCE OF COMPETITION ON PROFITABILITY

## 3.5. COMPATIBILITY OF THE PLAN WITH STRATEGIC OBJECTIVES OF ENTERPRISE

## 3.6. COMPATIBILITY OF THE PLAN WITH OPERATIVE OBJECTIVES OF ENTERPRISE

## 3.7. BUDGET MARKETING PLAN REALISATION

Current income from sale in KM (year 0)				
Planned income for next year (year 1)				
Planned income for next year (year 2)				
ACTION	ANNUAL EXPENDITURE			
	CURRENT YEAR	YEAR 1	YEAR 2	YEAR 3
1 SALE (direct costs)				
- Salaries (variable costs) and provisions				
- Official trips costs				
- Representation costs				
SUBTOTAL				
2 SALE (indirect costs)				
- Salaries (fixed part)				
- Improvement of employees				
- Marketing researches				
- Statistic data				
- Magazines subscriptions				
SUBTOTAL				
3. ADVERTISING				
SUBTOTAL				
4. OTHER PROMOTION (except advertising)				
SUBTOTAL				
5. PUBLIC RELATIONS				
SUBTOTAL				
6. SENDING				
- Orders processing				
- Postage				
SUBTOTAL				
7. CREDITING OF PAYMENTS				
- Crediting costs				
- Deduction of unpayable outstanding accounts				
SUBTOTAL				
8. MARKETING ADMINISTRATION				
SUBTOTAL				
TOTAL COSTS				
% of marketing costs in total costs				

Marketing budget items do not comprise fixed elements, so this form of budget is only a starting basis.

3.8. RISKS

## 4.1. TERMING PLAN OF THE MARKETING PLAN REALISATION

## 4.2. EXPECTED EFFECTS

## ENCLOSURES TO THE MARKETING PLAN

- Letter of intention of enterprise
- Contract of sale with enterprise
- Market research
- Detailed promotion plans
- Detailed sale plans by products
- Graphic of break-even point