

WARM-UP 12.02.13

- You will actually do warmup **AFTER** lecture today.
- Go to website (www.tiffanieharrison.com)
→ Warmups → Today's Date
 - Complete Grand Opening Flyer in the desktop publishing application of your choosing (ie. Photoshop, Publisher, Adobe Illustrator, even PowerPoint)

MARKETING PLAN AND ANALYSIS

12.02.13

- I CAN:
- Identify the importance of a well-written business plan. I can:
 - explain a marketing plan, including price competition, non-price competition, market analysis, competition, marketing research, market segmentation, demographics, and sales forecasting;
 - create and present a well-orchestrated business plan and critically explain the contents.

Proposed Marketing/Promotion Plan

This marketing plan section establishes the direction your business is going to take in order to promote your business, attract customers, exploit any identified opportunities and make a profit.

Proposed Marketing/Promotion Plan

Proposed Product/Services

- What are you going to sell?
- Walk through from inception (deciding on the product/service) to the selling of the product.
- What position you are going to take in the market?
 - (For example, high quality/high price or low quality low price high volume)
 - What sets you apart?

Proposed Marketing/Promotion Plan

Pricing Policies

- What price you are going to set?
 - Tell how you arrived at this. Research? Comparing other products?
 - Be realistic.
- How much profit you think you are going to make at the price?

Proposed Marketing/Promotion Plan

Personal Promotion

- How you and your sales staff are going to promote your business?
 - What are your people going to do well? Similar to employee handbook...but how will your quality of staff set you apart from other businesses?
- What level of service you are going to provide?

Proposed Marketing/Promotion Plan

Non-Personal Promotion

- How will you appeal to the public?
- What promotional plans will you use?
 - Flyers, TV commercials, word-of-mouth, door-to-door, coupons, loyalty programs, newspaper, radio ads, guerrilla marketing/street teams etc. Think outside of the box!

Proposed Marketing/Promotion Plan

Place Decisions

- Where you will distribute your goods and/services?
- Where will you obtain the materials or other items needed for your business?
- What is your channel of distribution?

MARKETING/PROMOTIONAL PLAN

- Complete ALL of Section III for your business plan.
- Complete Grand Opening Flyer.