

Marketing Plan for _____ Period: _____ Date: _____

Vision	Objectives	Key Measures		Target Customers
	1.	Measure	Target	
	2.	Sales \$		
	3.	Sales Growth %		
	4.	Margin % Sales		
		Volume		
Competitive Advantage				
Business Statement	Our Products			
We deliver:	1.			
To:	2.			
By:	3.			
	4.			
Purpose	Product Strategy	Promotion Strategies		90-Day Actions
		Networking		
Value Proposition		1-on-1		
	Price Strategy			
		Broadcast		
	Distribution Channels			