

Marketing Plan Project

Objective: Create a marketing plan for an existing business.

Using the following outline, write a report answering all of the questions. The report must be typed and submitted in a folder. Please include a cover page. After the information is compiled and the report is complete, a presentation will be developed to summarize and present the information to the class.

Marketing Plan Report Outline=300 points

- I. Company Description=20 Points
 - a. Company Type/Name
 - b. Company Mission Statement

- II. Operations=50 points
 - a. Company Location
 - b. Business Facility Described (Building Plans)
 - c. Description of employees—number, skills needed, etc.
 - d. Description of employee training procedures
 - e. Identify and describe the current competition

- III. Target Market=50 points
 - a. Target Market Defined (Who are you selling to? Demographics, Geographics, & Psychographics)
 - b. Market Patterns (Why are you selling this product?)

- IV. Marketing Plan=100 points
 - a. Marketing Objectives—identify a four week promotional period and theme
 - b. Key Message (Slogan)
 - c. List and give a rationale for the advertising (Radio, newspaper, magazines, television, etc.) you selected.
 - d. Include a schedule of all sales promotion activities you have planned.
 - e. Include a schedule of the advertising planned.
 - f. Create a sample print ad and coupon to include in the appendix of your report.
 - g. Define your positioning strategy of your business.

- V. Sales Strategy=30 points
 - a. Sales procedures defined (How will you sell this product?)
 - b. Describe two ways you will motivate your employees to sell more during the promotion period.

Appearance and Word usage: Follow outline, neatness, proper grammar, spelling, & word usage. =50 points

Marketing Plan Presentation

- Present your **original, unique** marketing plan to the class with a PowerPoint presentation. Use the information from your report for the presentation.
- **Each slide should contain one or more graphic elements (picture, clip art, borders, WordArt, etc) AND be appealing AND professional.**
- No paragraphs! Use bullets to emphasize text. Use custom animation so each item can be brought on the slide as discussed.

↗ Slide 1—Title=10 points

- Business name
- Slogan
- Your name

↗ Slide 2—Company Description=10 points

- Company Mission Statement
- Brief description of what the business does (type)

↗ Slide 3—Operations=10 points

- Company location
- Business facility information
- Competition

↗ Slide 4—Employees=10 points

- Brief Description
- Training

↗ Slide 5—Target Market=10 points

- Who is your target market?
- Why are you selling your product?

↗ Slide 6—Marketing Plan=10 points

- Marketing Objectives
- Slogan

↗ Slide 6—Marketing Plan Continued=10 points

- Advertising
- Schedule

↗ Slide 7—Sales Strategy=10 points

- Procedures
- Employee motivation

↗ Slide 8—Conclusion=10 points

- Leave viewers with a positive feeling about how your marketing plan.

↗ Presentation = 50 points (80 points for slides + 50 for presentation=130 points)