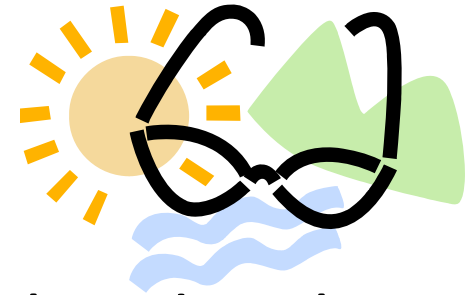


Marketing Plan

New Product Team Design Project

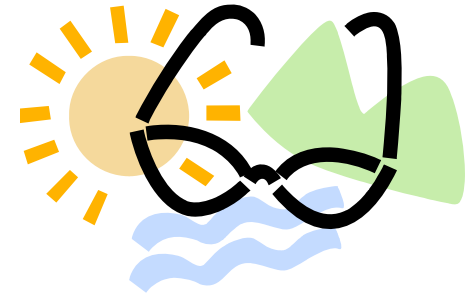
Definition



- Marketing Plan: A written document that details the plans to achieve one or more marketing objectives (could be a service, product, brand, or product line)

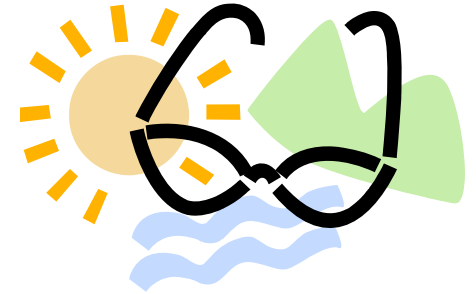
Each team will create a written marketing plan including the components stated on the following slides. All members must participate in the composition and typing of this document. A final copy will be the opening document in the team notebook.

Elements



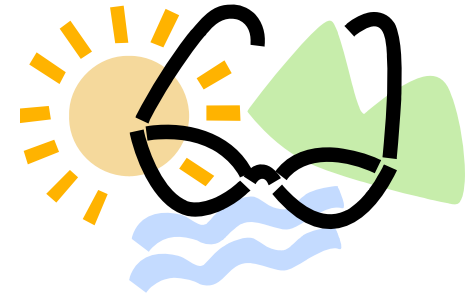
- Market Research Data
- Product Data
- Financial Data
- Sales and Distribution Data
- Promotional Mix Data

Market Research Data



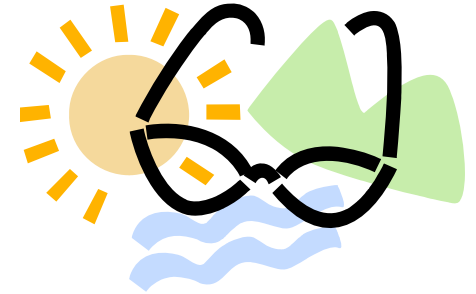
- Surveys to guide consumer wants and needs
- Research of consumer wants and needs
- Research of current products/services available to meet consumer wants and needs
- Future possibilities....hopefully, your product!

Product Data



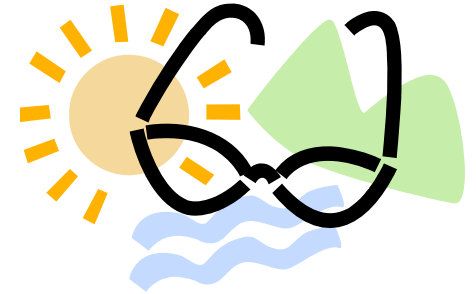
- Detailed description of the “Super” Glasses
- Proven facts to back up production of new glasses
- Mission statement—what do you want your product to accomplish?
- Benefits and Features

Financial Data



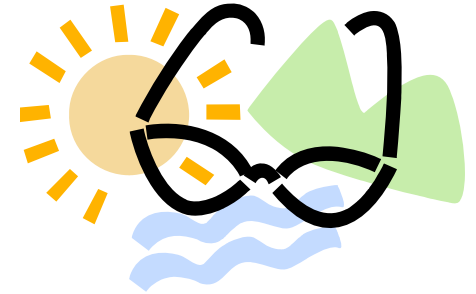
- How much will the “super” glasses sell for?
- How much will the “super” glasses cost to manufacture?
- Will there be other costs involved (employees, shipping, storage, packaging)?
- What is the projected sales (qty*price)?

Sales and Distribution Data



- Will your company sell directly to the consumer?
- On-Line sales?
- Shipping methods (USPS, UPS, etc.)
- Warehouse storage?

Promotional Mix Data



- Advertising
- Personal Selling
- Promotions
- Public Relations