

Marketing Business Plan Presentation

Presented by:

Your Name

“ALL THAT JAZZ—Accessories Store”

Mission Statement: All that Jazz is an accessories store that focuses on quality products and genuine customer service at affordable prices.

Executive Summary

- Overview
- Why business was chosen
- Legal Structure (sole proprietorship)
- Location
- Competitors
- Self Analysis

Philosophy of Business

- (what are my beliefs of business in the current and near future; why is small business important to the local community....)

SWOT Analysis of “All that Jazz”

- **S**trengths
 - Unique items
- **W**eaknesses
- **O**pportunities
- **T**hreats

Research

- Primary (surveys, interviews)
- Secondary (Internet, books, etc.)

Survey Data

- Charts

Target Market

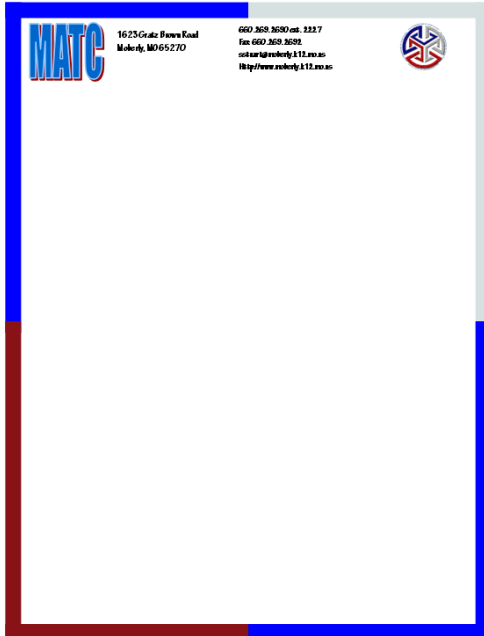
- Demographic description
 - Primary target market
 - Secondary target market

Organizational Chart

Marketing Plan

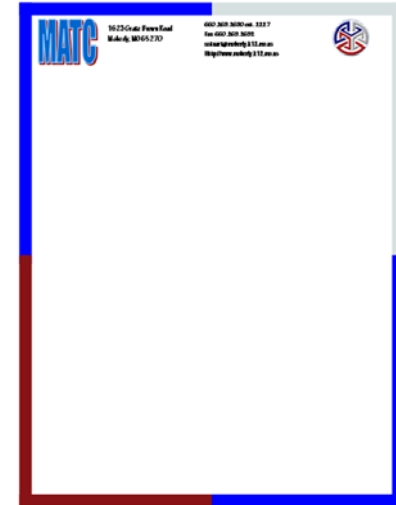
- Promotional Mix
 - Advertising
 - Promotional Sales
 - Public Relations
 - Personal Selling

Advertising



Company Letterhead
Ream of Paper is \$5.00
Printer \$1,000.00 (initial cost)
Ink \$60.00

[Business Website](http://www.matc.org)



Branding

Positioning

Distribution Channels

- How will you get your product to your customer????

Financial Need

- Startup request

Exit Strategy

- How will you close the doors when you are finished with this business—will you sell the business, hand it down to a family member, etc.....

References