***1 Year /3 Year/ 5 Year* Marketing Plan**

Company Name

Date

**1. EXECUTIVE SUMMARY**

**2. DESCRIPTION OF COMPANY**

**3. STRATEGIC PLAN / FOCUS**

Vision Statement

Mission Statement

Company Values

Marketing Goals

Non-Financial Goals

Financial Goals

Core Competency/Sustainable Competitive Advantage

**4. SITUATION ANALYSIS**

Strengths (internal)

Weaknesses (internal)

Opportunities (external)

Threats (external)

**5. MARKET – PRODUCT FOCUS**

Marketing and Product Objectives

Target Markets

Points of Difference

Positioning

**6. MARKETING PROGRAM STRATGEY AND TACTICS**

**7. FINANCIAL PROJECTIONS**

**8. IMPLEMENTATION PLAN**

**9. EVALUATION**