

## Marketing Plan: Company Name - Year

QUESTION	ANSWER
<b>1) Objectives</b> What are the specific goals of your business this year?	
<b>2) Your Product/Service</b> What product or service do you offer?	
<b>3) Customers</b> Who buys (or should buy) your product? What do they need it for?	
<b>4) Competitors</b> Who are your top competitors and what are their strengths?	
<b>5) Positioning</b> Given your competition, what makes your business great and unique to customers?	
<b>6) Pricing</b> How will you price your product?	
<b>7) Sales &amp; Support</b> How and where will you sell and service the product?	
<b>8) Promotion</b> How will people find out about you and your product?	
<b>9) Budget</b> How much money do you have to promote the product?	
<b>10) Action Plan</b> What will you do and when to sell and promote your product?	