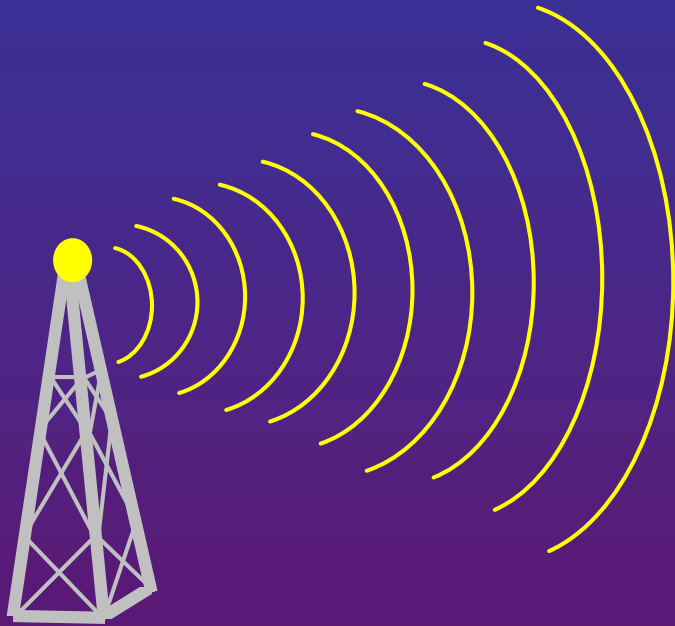


# The Marketing Plan



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July 2.000



# Introduction

- **It's an essential part of the Business Plan**
- **The Marketing Plan is prepared annually for each business unit or product line**
- **It describes how the enterprise will maintain or increase its clients in a profitable manner**
- **It defines the marketing objectives, strategies and activities**
- **It indicates how to focus in more profitable segments and how to take advantage of opportunities**

# Contents of the Marketing Plan

- **Executive summary**
- **Current situation of the industry or business sector**
- **Analysis of Threats and Opportunities**
- **General Objectives and Problems**
- **General Marketing strategy**
- **Strategy and Action plan for the Marketing Mix**
  - **Product and New Product Development**
  - **Pricing**
  - **Distribution**
  - **Promotion**
  - **Market research**
- **Projected Profit and Loss Statement**
- **Controls**

# Plan Format

- **Executive summary (goals and recommendations)**
- **Current situation of the Industry/Sector**
  - **Background**
  - **Definition of the target market and its segments**
  - **Position the product in its target market**
  - **Size of market and segments**
  - **Needs of clients and trends in the environment**
  - **Sales, prices and margins of the product line**
  - **Competitors and their most outstanding marketing strategies**
  - **Market share of the enterprise and its competitors**
  - **Trends and changes in the distribution channels**

# Plan Format

- **Threat and Opportunity Analysis**
- **General Objectives and Problems**
  - **Must be met within the plan's duration and should be measurable.**

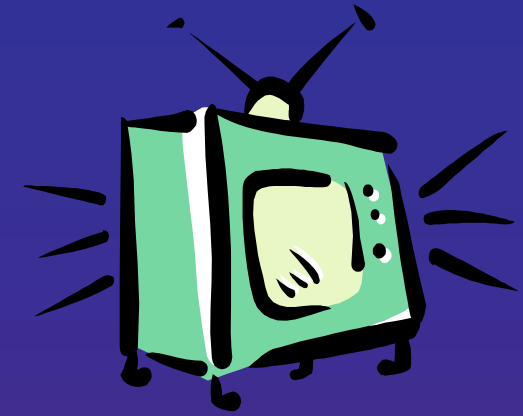
- **Examples:**



- **to increase market share from 12% to 15%**
- **increase sales to 20.000 units**
- **obtain a profit of 20% over sales**
- **to obtain a profit of 25% over investment**

- **List possible problems to reach objectives**

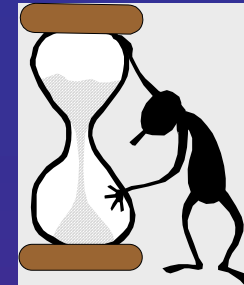
# Plan Format



- **General Marketing Strategy**
  - “the market logic that the enterprise will use to reach its objectives”
  - the strategy for the target markets
  - market segments to be attended
  - proposed positioning
  - marketing mix variable(s) that will be emphasized
  - marketing investment budget

# Plan Format

- **Strategy and Action Plan for the Marketing Mix (Business Unit)**
  - Action plan: what, when, who, and how much?
  - Variable: Product and New Product Development
    - Strategy
    - Action Plan
      - Activities
      - Timetable
      - Responsibilities
      - Budget



# Plan Format

- **Variable: Pricing**

- Strategy
- Action Plan
  - Activities
  - Timetable
  - Responsibilities
  - Budget



- **Variable: Distribution**

- Strategy
- Action Plan
  - Activities
  - Timetable
  - Responsibilities
  - Budget



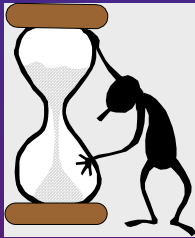
# Plan Format

- **Variable: Promoción - 1**

- **Advertising Strategy**

- **Action Plan**

- **Activities**
- **Timetable**
- **Responsabilities**
- **Budget**



- **Personal Sales Strategy**

- **Action Plan**

- **Activities**
- **Timetable**
- **Responsabilities**
- **Budget**



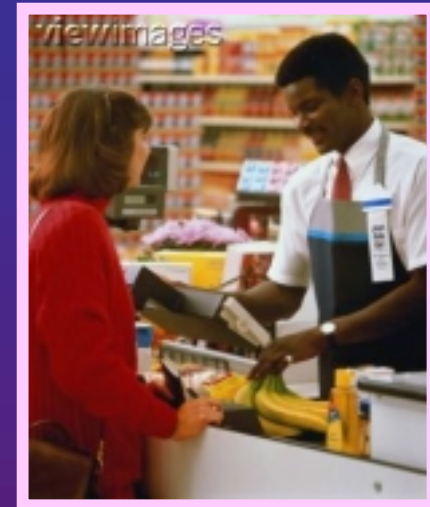
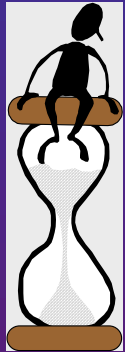
# Plan Format

- **Variable: Promoción - 2**

- **Sales Promotion Strategy**

- **Action Plan**

- **Activities**
- **Timetable**
- **Responsabilities**
- **Budget**



- **Public Relations Strategy**

- **Action Plan**

- **Activities**
- **Timetable**
- **Responsabilities**
- **Budget**



# Plan Format

- **Market Research**
  - **Strategy**
  - **Action Plan**
    - **Activities**
    - **Timetable**
    - **Responsibilities**
    - **Budget**
- **Projected Profit and Loss statement**
- **Controls: monthly or quarterly goals and budgets**

