

Startup Marketing Plan A3

Team Name:	Team Leader:
Mission Statement:	
Financial Summary:	
Marketing Audit:	
Strength (What is our core?)	Opportunities (What might be?)
Aspirations (What Should be?)	Results (What will be?)
Product/Market Segments 	Key Accounts
Key Assumptions:	

Objectives: From what to what by when			
Strategies How will you do this, What will you use			
Budget and Implement Identify tactics that will be explored with budgeted costs			
1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Tactics(\$)	Tactics(\$)	Tactics(\$)	Tactics(\$)
Tactics(\$)	Tactics(\$)	Tactics(\$)	Tactics(\$)
Tactics(\$)	Tactics(\$)	Tactics(\$)	Tactics(\$)

Strategic Context

Company

Situation Review

Company P/M Segments Key Accts

Company P/M Segments Key Accts

Company P/M Segments Key Accts

Strategy Formulation

Resource Allocation & Monitoring