

# Marketing Plan A3

<b>Team Name:</b>	<b>Team Leader:</b>		
<b>Mission Statement:</b>			
<b>Financial Summary:</b>			
<b>Marketing Audit:</b>			
Strength (What is our core?)		Opportunities (What might be?)	
Aspirations (What Should be?)		Results (What will be?)	
Strength	Weakness	Strength	Weakness
Opportunities	Threats	Opportunities	Threats
Strength	Weakness	Strength	Weakness
Opportunities	Threats	Opportunities	Threats
<b>Key Assumptions:</b>			

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

Strategic Context

Company

Product/Market Segments

Key Accounts

Company P/M Segments Key Accts

Company P/M Segments Key Accts

Company P/M Segments Key Accts

Strategy Formulation

Resource Allocation & Monitoring