

Marketing Plan Project Requirements

Fall quarter 2009

McDowell

1. Business or Company Profile
 - a. Company history
 - b. Financial information
 - c. Location(s)
 - d. Products offered
 - e. Mission statement
 - f. Purpose (or vision) statement (or both)
 - g. Legal status (ownership)
 - h. Business leadership team (CEO, CFO, President, executives)
2. Target Market
 - a. Consumer behavior (VALS, attitudes, etc.)
 - b. Market segments (using demographics, psychographics, etc.)
 - c. Target market segment – identify which segment you chose (if you chose one) and explain why you chose it
3. Situation Analysis
 - a. SWOT analysis
 - i. Draw and complete the SWOT diagram
 - ii. Summarize the facts and trends in each category (S, W, O, and T) – one paragraph per category
 - b. Analysis of competition
 - i. Describe the largest two or three competitors (remember, competitors are chosen by the market) using the PLC (product life cycle)
4. Positioning
 - a. Brand
 - i. Describe the visual and conceptual associations that you want your target audience to make with the brand (logo, slogan, color palette, features, benefits, personality traits)
 - ii. Identify the branding techniques that you will use to create the brand
 - b. Perceptual positioning map
 - i. Draw the matrix diagram and map out the positions of your brand and the competing brands
 - ii. Explain how your brand occupies a unique position (location) on the map
 - iii. Explain how you will manage (change/add/remove) marketing mix variables to create differentiation for your brand
 1. Product features and benefits
 2. Pricing
 3. Promotion
 4. Place