

# MARKETING PLAN BY PRODUCT (GROUP)

1. Product Name
2. Product Description
3. Strategy Objectives
4. Summary of Market Research
  - a) Primary (product-specific)
  - b) Secondary (marketplace-specific)
5. Product USP (Unique Selling Proposition)
6. Positioning:
  - a) Category
  - b) Players In Category (Competitive Data)
  - c) Positioning in Category
  - d) Category Share
  - e) Any Sub-Categories Where First or Best can be achieved?
7. Target Users short, medium, long-term
8. Market Channels & Penetration (# of outlets) in US, Europe, ROW (Rest Of World), for:
  - a) Retail
  - b) Corporate/VAR
  - c) OEM/Private Label
  - d) Direct Marketing
  - e) Online
  - f) Consumer Mass Markets
9. Pricing Strategy
10. Marcomm
  - a) Trade
  - b) consumer
  - c) institution
  - d) advertising
  - e) dealer presentation
  - f) internally/sales force
11. Launch Date
12. Launch Activities & Promotions
13. Press & Reviews
14. Seeding Strategies
15. 6-9 Month timelines including what has to be ready by when
16. Financials:
  - a) Budget
  - b) Projected Revenue
  - c) P & L