

English for Marketing

Marketing Plan

Suggestion for structure

0. Executive Summary

Summary of main points for quick read

1. Description of product

Existing/prototype; innovative features

2. Target market

Geographical focus, demographics

3. Market research

Market demand? Competitors?

4. Product policy

Unique selling proposition?

5. Pricing policy

Low-priced, high-priced, price segment? Pricing policy based on which factors?

6. Distribution policy

Online/offline, direct or via intermediaries

7. Communication policy

Use of online/offline media

8. Budget

Financial resources required for the individual measures

9. Timeline

Schedule for implementing the marketing plan

10. Monitoring

Brief description of how you intend to ensure the budget and timeline are adhered to.