



### Part One: STRATEGIC PLANNING

#### **1. Analysis of the Current Situation – past year**

- 1.1. Influential business trends to-date
- 1.2. Market analysis to-date
- 1.3. Competitive analysis to-date
- 1.4. Market segmentation to-date
- 1.5. Marketing offer (offer-mix), past year
- 1.6. Marketing promotion (promotion-mix), past year
- 1.7. Actual strengths & weaknesses
- 1.8. Actual perceptions: positioning **analysis**

#### **2. Marketing Strategy & Objectives – next year**

- 2.1. Selecting marketing strategy next year
- 2.2. Developing a value proposition to back-up the strategy
- 2.3. Targeting next year
- 2.4. Revising the marketing offer next year
- 2.5. Revising marketing promotion next year
- 2.6. Transforming strengths & weaknesses into objectives
- 2.7. Improving perceptions next year: repositioning
- 2.8. Conducting yearly sales forecast **strategy**

### Part Two: MARKETING ACTION PLAN

#### **3. Marketing Action Plan & Budget – next year**

- 3.1. To pursue partnerships: 1+1>2
- 3.2. To maintain successful marketing activities
- 3.3. To adjust the offer
- 3.4. To promote marketing activities
- 3.5. To manage the marketing action plan projects
- 3.6. To set a periodical marketing budget **tactics**

#### **4. Measurable Results – periodically**

- 4.1. The control bodies - who is to control?
- 4.2. Main control tools - how to control?
- 4.3. Control by milestones in time - when to control?
- 4.4. Criteria of success - what to measure? **standards**