

***DRAFT***

***XXX Marketing Plan  
20XX***

***by XXX  
(Date)***











**Strategy 1**  
**Tactic**

**Objective**

**Justification**

**Implementation Plan**

**Who**

**What**

**When**

**Cost**

**Post Implementation Evaluation: what were our measurable results?**

**Total cost: \$XXX**

**\$1,089.00**

**Revenue History – either by market**

**Revenue stream A (for e.g. Farmers Markets)**

Total revenue generated from Revenue Stream A to date FY’2010:

\$XXX

| Revenue Stream A |               |                   |
|------------------|---------------|-------------------|
| COMPANY          | REVENUE FY'10 | PRODUCTS/SERVICES |
| Farmers Market A |               |                   |
| Farmers Market B |               |                   |
|                  |               |                   |

**Revenue stream B**

Total revenue generated from Revenue Stream B to date FY’2010:

\$XXX

| Revenue Stream B |               |                   |
|------------------|---------------|-------------------|
| COMPANY          | REVENUE FY'10 | PRODUCTS/SERVICES |
|                  |               |                   |
|                  |               |                   |
|                  |               |                   |

**Revenue stream C**

Total revenue generated from Revenue Stream B to date FY’2010:

\$XXX

| Revenue Stream B |               |                   |
|------------------|---------------|-------------------|
| CUSTOMER         | REVENUE FY'10 | PRODUCTS/SERVICES |

***Revenue History or- by product category***

***Revenue stream A (for e.g. Chicken)***

**Total revenue generated from Revenue Stream A to date FY'2010:**

**\$XXX**

| Revenue Stream A- Chicken |               |                   |
|---------------------------|---------------|-------------------|
| MARKET                    | REVENUE FY'10 | PRODUCTS/SERVICES |
| Farmers Markets           |               |                   |
| Wholesale                 |               |                   |
| Direct                    |               |                   |
|                           |               |                   |

## ***TIMELINE***