DRAFT

XXX Marketing Plan 20XX

> by XXX (Date)

Business summary Who are we, what do we do, what are our products Market overview Competition, demand/potential for growth, trends, pricing, etc. Target Market Size, scope, definition

Strategy 1 Tactic

Objective

Justification

Implementation Plan

Who

What

When

Cost

Post Implementation Evaluation: what were our measurable results?

Tactic Total cost: \$XXX Breakdown detail Breakdown detail Breakdown detail Breakdown detail Breakdown detail

For example Start of Farmers Market Season Mailing Total Expense: **\$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