

Corporate Marketing Plan Performance Review

HiFlex Physio

This report is to review the business performance against the marketing objectives of the HiFlex Physio Corporate Marketing Plan.

Performance Review

It is important for the success of any business to keep conducting regular reviews of the marketing activities performed by the company. In HiFlex Physio, we identified three (3) aspects of the Corporate Marketing Plan strategy that needed to be reviewed after the first year of operation in order to check performance against the objectives set by HiFlex Physio including the following:

1. Sales Forecast

The original sales forecast projected at end of Year 1 were as follows:

Sales	Year 1
Corporate Employees	$298,783
Regular Clients	$242,077
Total Sales	$540,860

Direct Cost of Sales	Year 1
Corporate Employees	$29,878
Regular Clients	$24,208
Subtotal Direct Cost of Sales	$54,086

The actuals for the period were:

Sales	Year 1
Corporate Employees	$258,935
Regular Clients	$280,952
Total Sales	$540,860

Direct Cost of Sales	Year 1
Corporate Employees	$47,357
Regular Clients	$28,349
Subtotal Direct Cost of Sales	$75,706

2. Marketing Expenses

The original sales forecast projected at end of Year 1 were as follows:

Marketing Expense	Year 1
Pamphlet Production	$1,400
Website Production/Maintenance	$9,200
Other	$14,000
Total Sales and Marketing Expenses	$24,600
Per cent of Sales	4.55%

The actuals for the period were:

Marketing Expense	Year 1
Pamphlet Production	$1,400
Website Production/Maintenance	$9,218
Other	$38,600
Total Sales and Marketing Expenses	$73,818
Per cent of Sales	4.55%

3. Website Development

The original website development expenses forecast projected at end of Year 1 were as follows:

Web Development	Budget
Website Completion	$9,200
Other	
Total Web Development Budget	$9,200
Other	
Total Web Development Budget	$0
Totals	$18,400

The actuals for the period were:

Web Development	Budget
Website Completion	$8,100
Other	
Total Web Development Budget	$9,200
Other	
Total Web Development Budget	$0
Totals	$17,300