HiFlex Physio

Marketing Plan

Name: Date:

Title:

Main Business Address:

Postal Address:

ABN:

ACN:

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Marketing Plan Summary

The Business

Business Name:

Business Structure:

ABN:

ACN:

Business Location:

Date Established:

Business Owner(s):

Relevant Owner Experience:

Products/Services:

The Future

Mission Statement:

Objectives/Goals:

The Market

Target Market:

Marketing Strategy:

The Finances

The Business

Business Overview

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SWOT Analysis

Strengths	Weaknesses

Opportunities	Threats

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SWOT Activity Sheet

SWOT Weakness/Threat	Activity to Address Weakness/Threat	Activity Completion Date

Products/Services

Product/Service	Description	Price

Market Position:

Unique Selling Position:

Anticipated Demand:

Pricing Strategy:

Value to Customer:

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Growth Potential:

Sales/Marketing Personnel

Job Title	Name	Responsibilities

The Future

Mission Statement:

Objectives/Goals:

The Market

Unique Selling Position:

The Customers/Clients

Customer Demographics:

Target Market (Key Customers):

Customer Management:

The Competitors

Your Competitors:

Competitor Details:

Market Research

Market Targets

Marketing Strategy

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Advertising and Sales

Advertising and Promotional Strategy:

Social Media Strategy:

Sales Strategy:

Sales and Distribution Channels:

Finances

Price:

Expected Sales:

Marketing Budget:

Monitoring Measurement/Activities

Monitoring Measurement/Activities:

Appendix