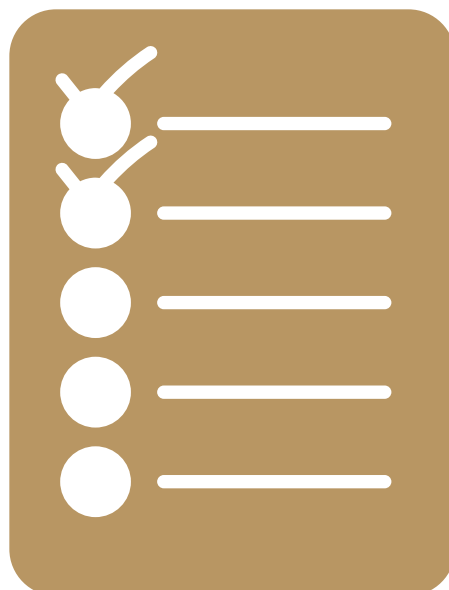




*Experience Authentic Transformation*

# MARKETING PLAN TEMPLATE



# MARKETING AUDIT

## MARKET DEFINITION

What market do we compete in?

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To which consumer?

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Via which customer/channels?

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## MARKET PERFORMANCE – LAST THREE YEARS

Volume (tonnes/litres)	3	2	1	0
Value (€)				
Commentary/ Significant Events				

## AUDIT OF KEY EXTERNAL AND INTERNAL CONTEXTUAL FACTORS

### EXTERNAL

#### Political

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#### Economic

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#### Social

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#### Technological

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**AUDIT OF KEY EXTERNAL AND INTERNAL CONTEXTUAL FACTORS**

**INTERNAL**

**Financial/ Commercial**

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**Manufacturing**

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**Resource (Human/IT etc)**

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**COMPETITIVE PERFORMANCE**

**What has been our key competitors' volume and value growth over the last three years?**

**CONTD...**

<b>Competitors A Volume</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Value</b>			
<b>Competitors B Volume</b>			
<b>Value</b>			

**OUR BRAND PERFORMANCE - LAST THREE YEARS**

<b>Value € y-o-y % (=/-)</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Volume y-o-y % (=/-)</b>			
<b>Market share (%)</b>			
<b>Margin/Profits (€)</b>			

**OVERALL OUTLOOK**

**Market**

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**Competition**

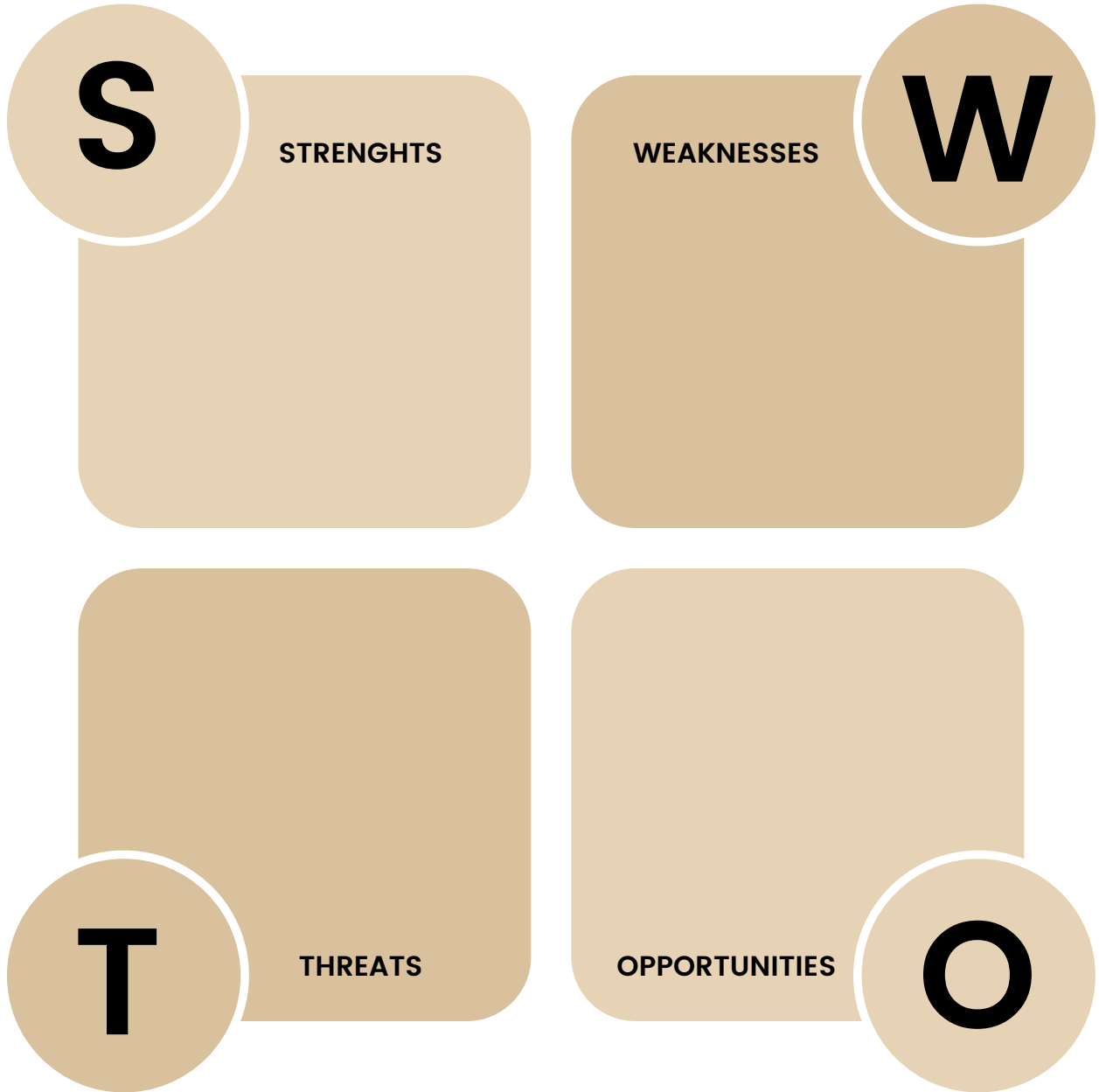
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**Our Brand**

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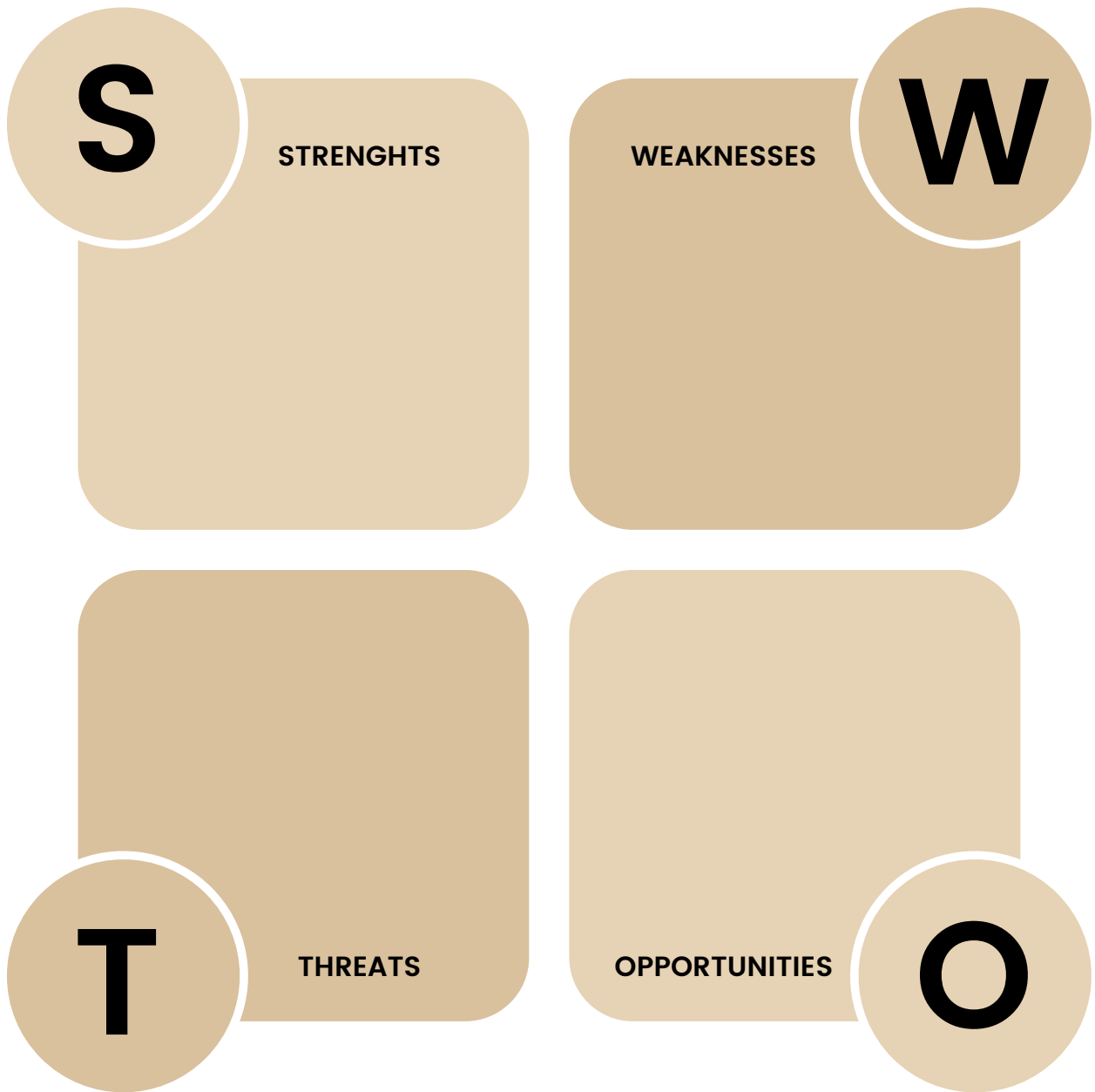
This largely factual data provides a summary basis for the competitive SWOT analysis

SWOT - OUR BRAND



CONTD...

**SWOT - KEY COMPETITORS A**



**SUMMARY STRATEGIC INTENT**

**Business Objectives**

**What the business is aiming to achieve over the next one/three/five years**

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**CURRENT COMPETITIVE POSITION**

**Summary of our brand's competitive position based on market audit/SWOT**

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**MARKETING OBJECTIVES/GOALS**

**Summary of our brand 'hard' measurable marketing goals:**

**Next 12 months**

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**Medium/long term (three/five year)**

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**OVERALL INTENT OF MARKETING – NEXT 12 MONTHS**

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**SUMMARY INTENT AGAINST EACH OF THE 5PS**

**Product**

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**Price**

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**Place**

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**Promotion**

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## People

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**FIN**