

# Marketing Planner

## At Present

Who is currently buying your products?

What other competitors exist in your marketplace?

Are there potential partners or vendors that can help you reach your customers?

What are the daily, weekly, monthly and annual sales for your company?

What is your coverage area now?

What would you like to expand your coverage area to include?

## Market

Who is your intended target customer?

What is your product?

How does it relate to your market?

Does your product/service solve an issue in your industry, or bring innovation?

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## Positioning

Please list how you could best communicate your product, service and/or business attributes to your intended audience?

## Competition

Please list how you could best communicate your product, service and/or business attributes to your intended audience?

## The Budget

How will funds be allocated? This will help you determine what aspects can be handled in-house to save costs.

Use the Competitive Analysis table below to compare your company with your **two most important competitors**. In the first column are key competitive factors. Since these vary from one industry to another, you may want to customize the list of factors.

In the column labeled **Me**, state how you honestly think you will stack up in customers' minds. Then check whether you think this factor will be a strength or a weakness for you. You want an honest assessment of your strongest and weakest points. Now analyze each major competitor. In a few words, state how you think they compare.

In the final column, estimate the importance of each competitive factor to the customer. **1 = critical; 5 = not very important**

Factor	Me	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
Products						
Price						
Quality						
Selection						
Service						
Reliability						
Stability						
Expertise						
Company Reputation						
Location						
Appearance						
Sales Method						
Credit Policies						
Advertising						
Image						



# That's it!

With this information that you have compiled, you will be able to share it with your project, sales, and marketing team.

**Remember** to update your Analysis Sheet as your business and marketing strategy progress.....

Enjoy!



*Unet Design Founder /  
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## Have Marketing Questions of your own?

I offer a free project consultation by video conference. To arrange an appointment Email me.

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