

Discover How To Setup A Marketing Plan

By Bob Brolhorst

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Many people that start their own business fail to recognize the importance of writing out a good plan. First and foremost a business plan is a must if you plan to borrow any money for your business from a lending institution. A well written out business plan will show that you are serious about starting this business and the steps you plan to take to make it successful. Your chances for receiving a loan has now increased dramatically.

One of the other major benefits of a business plan is it keeps you on track yourself and reminds you where you are and what direction you need to be going based on the criteria you included in your business plan.

Every business plan should include the following sections:

1. Executive Summary
2. Company Summary
3. Services
4. Market Analysis Summary
5. Strategy and Implementation Summary
6. Management Summary
7. Financial Plan

Executive Summary

This should be an explanation of who your company is and what they plan on doing

Wave 5 Marketing aims to provide marketing services to targeted business environments in both nationally as well as internationally. This plan seeks to generate a significant increase in company sales and profits from the delivery of retainer consulting, project consulting, market research and industrial analysis, feasibility studies, and strategic analysis and reporting services, compared to the preceding year.

Company Summary

In this segment there should be something stated about the company history as well as history on some of the executives.

The founder of Wave 5 Marketing Bob Brolhorst is a former marketer for a major grocery wholesale company based in the midwest part of the United States. Wave 5 Marketing plans to integrated B2B, B2C, and consumer-to-consumer services they offer.

Services

Here you will want to state what type services you plan to offer and who you will offer them to.

Wave 5 Marketing an e-business-based market-development consulting firm specializing in the marketing of a comprehensive set of integrated professional services that provide our customers with high-quality consulting services for business development, market development, market intelligence, industrial sectors analysis, and channel development on a global scale, as well as sales assistance for national companies based in the United States.

Market Analysis Summary

Your Market Analysis should include what type of business or market you plan to do business in.

Wave 5 Marketing has a unique offering of services that appeals to a large customer base. The company will concentrate on small to medium sized businesses because they provide the maximum profit potential. The following sections outline key information regarding the target markets.

Strategy and Implementation Summary

This is an extension of your Market Analysis and goes a littler deeper into what type of markets you want to get into.

- 1) Medium-sized growth companies. For high-growth fields, such as software and multimedia.
- 2) Small businesses owners.
- 3) Individual customers. Influential people such as boards of directors, marketing managers, general managers, sales managers, and government officials.
- 4) Homebased Businesses

Management Summary

This segment covers where a managment team wishes to be at certain intervals in their business.

The initial management team depends on the founders themselves, with little back-up. As it grows, Wave 5 Marketing will establish a team that includes 17 employees who operate under a president, vice-president, a marketing manager, and a software developing manager.

Financial Plan

Finally here is where you will see some sort of financial goal. Where the company is at financially at the present time, and some goal where they plan to be at in the future.

The financial picture is quite encouraging. Wave 5 Marketing Marketing does not foresee a debt situation. They started out with very low overhead costs and plan to keep the conservative approach, while still looking to future growth.

The company does expect to be able to take some money out as dividends. The owners don't take overly generous salaries, so some draw is appropriate.

This is just a sample plan, but it will give you a general idea of what you need to setup a business plan.

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