The basic Marketing steps:

* Identify and anticipate a need
* Research the market
* Develop a product/service and a brand
* Price the product/service for the market
* Promote and sell the product/service to the market
* Distribute the product/service to the market

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**Marketing plan**

**Product**

*Write a description of your product and have a picture of what your product will look like.*

* *Adapt the product or service if required (SCAMPER)*

*Write a paragraph addressing the below:*

* *Research competitors and what your customers’ needs are.*
* *Consider quality control and health and safety issues.*
* *Do you need to patent your product/service to protect yourself and not allow others to copy it?*

**Price**

* *How much do you plan on charging? (This should be worked out in collaboration with the finance and operations managers)*
* *What are your competitors charging?*
* *What makes your product unique and how does the set price meet the needs of teh customers?*

**Place**

*Description and picture of where you are going to sell your product.*

* *Have you made it easy to attract customers?*
* *Who is your target market?*
* *Do you have access to transport for deliveries?*
* *Have you thought about online selling?*

**Promotion**

*How are you going to advertise and promote your product?*

*(Include a sample poster, campaign message, etc here)*

*How much will your promotion cost?*

*(Need to tell the finance manager)*

*What is your companies logo and slogan? (Should be approved by all managers)*

**SWOT Analysis**

*Complete a SWOT analysis on your business*

|  |  |
| --- | --- |
| **Strengths** *(Internal to your business)*  *What are the strengths of your business?* | **Weaknesses** *(Internal to your business)*  *What are the weaknesses of your business?* |
| **Opportunities** *(External to your business)*  *What are the opportunities of your business?* | **Threats** *(External to your business)*  *What are the threats of your business?* |