

# Informações sobre Marketing Plan

## A relevant software

Marketing PlanPro is a highly rated commercial software program that guides students through the entire marketing plan process. The software is totally interactive and features ten sample marketing plans, step-by-step guides, and customizable charts. Customize your marketing plan to fit your marketing needs by following easy-to-use plan wizards. Follow the clearly outlined steps from strategy to implementation. Click to print, and your text, spreadsheet, and charts come together to create a powerful marketing plan. The new *Marketing Plan: A Handbook*, by Marian Burk Wood, supplements the in-text marketing plan material with an in-depth guide to what student marketers really need to know. A structured learning process leads to a complete and actionable marketing plan. Also included are timely, real-world examples that illustrate key points, sample marketing plans, and Internet resources.

## What does a marketing plan include?

The marketing plan is the central instrument for directing and coordinating the marketing effort. The marketing plan operates at two levels: strategic and tactical. The strategic marketing plan lays out the target markets and the value proposition that will be offered, based on an analysis of the best market opportunities. The tactical marketing plan specifies the marketing tactics, including product features, promotion, merchandising, pricing, sales channels, and service.

Today, teams develop the marketing plan with inputs and sign-offs from every important function. These plans are then implemented at the appropriate levels of the organization. Results are monitored, and necessary corrective action taken.

A marketing plan is a written document that summarizes what the marketer has learned about the marketplace and indicates how the firm plans to reach its marketing objectives.<sup>55</sup> It contains tactical guidelines for the marketing programs and financial allocations over the planning period.<sup>51</sup> It is one of the most important outputs of the marketing process.

At the same time, marketing planning procedures and content vary considerably among companies. The plan is variously called a "business plan," a "marketing plan," and sometimes a "battle plan." Most marketing plans cover one year. The plans vary in length from under 5 to over 50 pages. Some companies take their plans very seriously, whereas others see them only as a rough guide to action. Eisenhower once observed: "In preparing for battle I have always found that plans are useless but planning is indispensable." The most frequently cited shortcomings of current marketing plans, according to marketing executives, are lack of realism, insufficient competitive analysis, and a short-run focus. (See "Marketing Memo: Marketing Plan Criteria" for some guideline questions to ask in developing marketing plans.)

What, then, does a marketing plan look like? What does it contain?

## Contents of the Marketing Plan (generic)

- **Executive summary and table of contents.** The marketing plan should open with a brief summary of the main goals and recommendations. The executive summary permits senior management to grasp the plan's major thrust. A table of contents that outlines the rest of the

plan and all the supporting rationale and operational detail should follow the executive summary.

- **Situation analysis.** This section presents relevant background data on sales, costs, the market, competitors, and the various forces in the macroenvironment. How is the market defined, how big is it, and how fast is it growing? What are the relevant trends affecting the market? What is the product offering and what are the critical issues facing the company? Pertinent historical information can be included to provide context. All this information is used to carry out a SWOT (strengths, weaknesses, opportunities, threats) analysis.
- **Marketing strategy.** Here the product manager defines the mission and marketing and financial objectives. The manager also defines those groups and needs that the market offerings are intended to satisfy. The manager then establishes the product line's competitive positioning, which will inform the "game plan" to accomplish the plan's objectives. All this is done with inputs from other organizational areas, such as purchasing, manufacturing, sales, finance, and human resources, to ensure that the company can provide proper support for effective implementation. The marketing strategy should be specific about the branding strategy and customer strategy that will be employed.
- **Financial projections.** Financial projections include a sales forecast, an expense forecast, and a break-even analysis. On the revenue side, the projections show the forecasted sales volume by month and product category. On the expense side, the projections show the expected costs of marketing, broken down into finer categories. The break-even analysis shows how many units must be sold monthly to offset the monthly fixed costs and average per-unit variable costs.
- **Implementation controls.** The last section of the marketing plan outlines the controls for monitoring and adjusting implementation of the plan. Typically, the goals and budget are spelled out for each month or quarter so management can review each period's results and take corrective action as needed. A number of different internal and external measures must be taken to assess progress and suggest possible modifications. Some organizations include contingency plans outlining the steps management would take in response to specific environmental developments, such as price wars or strikes.

## Exemplos de TOC's de Planos de Marketing

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Figura 1 – Exemplo de Marketing Plan retirado de [SamplePlan](#).

## Outro exemplo de plano de Marketing

### MANAGEMENT ANALYSIS

- Industry History
- Company History
- Competition Survey
- Mission Statement
- Organizational Chart
- Operations Overview
- Employee Survey Results
- Employee Short Answer Results
- Strengths
- Weaknesses
- Recommendations
- Conclusion

### MARKETING ANALYSIS

- Company's Market
- Strengths
- Weaknesses
- Opportunities
- Customer Demographics
- Competition Survey
- Marketing Plan
- Marketing Campaign
- Marketing Budget

- New Products/Services
- Pricing
- Distribution Channels
- Sales
- Public Relations
- Recommendations
- Conclusion

#### FINANCIAL ANALYSIS

- Current Financial Position
- Competition Survey
- Days Sales Outstanding
- Asset Turnover
- Debt Ratio
- Net Profit
- Return on Equity
- Trend Analysis
- Statistics

Recommendations

Conclusion

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## **Marketing Plan Table of Contents:**

### Strategic Issues

- I. The Market: Overview
- II. Market Strategy
- III. Market Position
- IV. Competitive Assessments

### Implementation Issues

- V. Using information and Technology
- VI. Budgets
- VII. Time table and Management