

# **Marketing Plan**

*“The purpose of marketing is to create customers”*

Developing a marketing strategy and outlining what your plan of action will be to increase your sales is an important business activity. By completing the following guide you will provide your business development officer with basic information he/she can use to assist you in obtaining market financing. If the space provided is insufficient, please attach a separate sheet. Keep in mind that the more complete the information is, the more likely it is the officer will have what he/she needs to assess your application, in effect, speeding up the process.

## **Business Information:**

Business

Name: \_\_\_\_\_

Business

Address: \_\_\_\_\_

\_\_\_\_\_

Business Phone: \_\_\_\_\_ Business

Fax: \_\_\_\_\_

Online Information: email \_\_\_\_\_

website: \_\_\_\_\_

What is your business structure?    Sole proprietor      Partnership      Incorporation

*(please attach any legal documentation that will confirm your structure)*

What industry is your business in:    Retail    -    Wholesale    -    Manufacturing    -    Tourism    Services  
Construction    -    Other

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**Business Background** : (outline: years in business, sales to date, human resources, other)

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**Executive Summary** - The executive summary is a summary of the entire plan to follow (description of the product or service, advantages of your product/service, needed investment(\$)) and expected results).

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**Product or Service** - describe in detail your business operation outlining your products or service

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**Present Market** - This section of the marketing plan will describe exactly who the customers are for the product or service. Target markets are normally defined in the following terms: Demographic (age income education), Geographic ( location), Lifesyles ( activities, interests).

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**Benefit of your product/service** - what are your customers buying

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**How does that compare to your competition?** Briefly detail your competitors and there marketing activities.

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**Marketing Objectives and Goals** - Objectives and goals are the particular accomplishments that will be achieved as a result of the marketing plan. (i.e -new markets targeted)

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**Marketing Strategy** - This section will describe in detail how the objectives and goals will be met. It is also important to include suspected reactions of the competition to the implemented strategies.

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**Budget** - itemized cost for each marketing activity.

Activity	Cost:
1	\$
2	\$
3	\$
4	\$
5	\$
6	\$
7	\$
<b>Total</b>	\$

**Financing:**

Client Contribution @ 40% (please confirm your contribution with your development officer) \$ \_\_\_\_\_

Aboriginal Business Canada @ 60% \$ \_\_\_\_\_

Total Marketing Budget \$ \_\_\_\_\_

**Timeline for Marketing Project:** describe by month when each proposed activities will be undertaken.

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**Financial Information:** provide recent financial statements for your business and outline the benefits of this marketing strategy on your revenue.

Revenue last year \$ \_\_\_\_\_ Expected revenue after marketing strategy \$ \_\_\_\_\_

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*Note: This marketing guide is for Aboriginal Business Canada contributions of between \$500 and \$5,000. Those businesses requiring more funds may need to provide more information, please talk to your business development officer.*