**The Marketing Plan**

Marketing Dynamics

*Marketing*

**Marketing Mix Digital Presentation**

**General Instructions:**

Decide what business you are going into, the business should be something you’re interested in or relate to a hobby that you have. That will make it more interesting for you to research. You may pattern your business after an existing business or be totally creative and do something never before tried. You may use your own drawings, magazines, and computer programs to enhance the material.

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| **Section** | **Required Items** |
| Cover Page | Logo, Business Name, and Names of Group Members |
| Executive Summary | Business location, size, name, products/services and high level overview of the business |
| Business Ownership | \*See Type of Ownership Description |
| SWOT Analysis | Define the Strengths, Weaknesses, Opportunities, and Threats of the business |
| Location | Map of locations including proximity to major landmarks, streets and business districts |
| Product/Service | Images and descriptions representing the product/service |
| Promotion | Define the target market and create an advertisement for the grand opening |

**General Instructions:**

This is a description of your business ownership. The section should be title with the type of ownership you will be operating under and whether it is a service or product related business. Descriptions must be in complete sentences and words spelled correctly. Depending on the kind of business ownership you choose, be sure to include all the information that is requested.

1. **Sole Proprietorship** – Why did you choose to be a sole owner? Why did you choose this kind of business? (Interest, talent, hobby, following in relative footsteps, etc.) What would be the advantages and disadvantages of this type of ownership?
2. **Partnership** – Why did you choose this kind of ownership? Describe why you chose this kind of business? (Interest, talent, hobby, following in relative footsteps, etc.) How many partners do you have and what is each bringing into the business that will be beneficial? What are the advantages and disadvantages of this type of ownership?
3. **Corporation** – Explain why you choose to be involved in a corporation and why you chose the kind business you did. Write the “certificate of incorporation” and how long your corporation is being formed. List your incorporators and what types of stock you will issue. Who are your directors? What are the advantages and disadvantages of this type of ownership?
4. **Franchise** – Why did you choose this type of ownership and who is the parent company? What percentage of monthly sales goes to the parent company? Explain training provided by parent company and what else they supply to you. In what geographic area do you have rights to sell? What are some of the things the parent company dictates?