
MARKETING PLAN

Prepared by:

I. EXECUTIVE SUMMARY

_____ (referred to from hereon in as the "Company") established as a
_____ at _____,
_____ with the expectation of rapid expansion in
the _____ industry.

II. MARKETING SUMMARY

Industry Overview

In the United States, the _____ industry presently makes _____ in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Target Markets

The Company's major target demographics are as follows:

The estimated number of potential clients within the Company's geographic scope is _____.

Promotional Strategy

The Company will promote sales using the following methods:

Situation Analysis

Competition

In the _____ industry, customers make choices based upon _____.

The primary competitors for the business are the following: _____.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.