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<<Company>> Business and Marketing Plan

A. General Information

Describe the marketing plan in a summary format and date of preparation.

Prepared by:

Date:

B. Market and Plan Objectives Summary

1. Overview of the Past, Present and Future of the Market.

Describe as necessary the changes in the market that have take place in the past, present and potential future that will affect your company.

Items to address include:

- *Current share of the market.*
- *Market share(s) the company plans to go after.*
- *Leadership and Major Players in the market.*
- *Trends and Shifts taking place in the market – both past, present and future (e.g. cyclical shifts).*
- *Competition, both foreign and domestic.*
- *Costs – materials, labor, availability of such.*
- *Pricing, Inflation and the Economy as it relates to the above.*

2. Description of Business Plan Objectives.

For each objective of the business plan give details of the plan objectives. Include the “measurableness” of achieving that objective or how you plan to track the ROI (Return on Investment), and what, if any dependencies the objective may have upon other objectives or

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