

Market plan worksheet

Start of Block: Introduction

[This is an exported version of the Qualtrics survey here:
https://ume.qualtrics.com/jfe/form/SV_6nWko1Orq0wcYqW]

This exercise will prompt you with questions to create your first marketing plan.

The questions and plan are organized around the five "P"s of marketing: Product, People, Price, Placement, and Promotion.

Later in the course you will revisit and revise this plan.

Q1.1 Enter your email address here. This will automatically email your draft plan to you.

Q1.2 What is the working name of your business?

End of Block: Introduction

Start of Block: Product

Product

Please respond to the following prompts about your product. Remember, this is your first draft. You don't have to get it perfect the first time. The important thing is to get something down on paper.

Q2.1 What product will you sell?

Q2.2 What sets your product or service apart? What makes it special?

Q2.3 What qualities or attributes of your product should your customers know about?

End of Block: Product

Start of Block: People

People

Think about your target customer market. Imagine your "first and best customer."

Q3.1 What do your customers value about your product? What need of theirs does it serve?

Q3.2 Where are your customers located geographically?

Q3.3 What demographics describe your target customers (age, gender, family size, education, income level, etc.)?

Q3.4 Concisely describe your target market. Who are your customers?

End of Block: People

Start of Block: Price

Price

Later in the course we will spend an entire module learning about how to figure out what price to charge. For now, think in general terms about your pricing strategy.

Q4.1 Is your product a value-proposition product (low price) or a luxury item (high price)?

☐ Value (1)

☐ Luxury (2)

Q4.2 If you already know, what price will you charge per unit?

End of Block: Price

Start of Block: Placement

Placement

Think about where your customer will find your product, and how you will get it there.

Q5.1 Where will you sell your product?

Q5.2 Where does your target customer shop?

Q5.3 In what situations do you want your target customer to think of your product?

End of Block: Placement

Start of Block: Promotion

Promotion

Think about how you will promote your business and products to your target customers. Consider what will be effective, and what will give you the best impact for your marketing budget.

Q6.1 Where will you advertise your product? What advertising venues would reach your target customers?

Q6.2 What "market position" do you want for your product? How do you want your customers to think of your product in comparison with other products in the marketplace?

Q6.3 What sales and special offers make sense for your product? (Seasonal or holiday promotions, bundles of multiple products that go together, gift baskets)

End of Block: Promotion

Start of Block: Automated compile of responses

[This block will automatically fill in the student's responses to previous questions, to create a draft marketing plan. See example worksheet to see what this will look like.]

Report title Draft Marketing Plan for \${Q1.2/ChoiceTextEntryValue}

Q2 Product

\${Q1.2/ChoiceTextEntryValue} sells \${Q2.1/ChoiceTextEntryValue}

What sets our product(s) apart from the competition

\${Q2.2/ChoiceTextEntryValue}

What we want our customers to know about our product(s)

\${Q2.3/ChoiceTextEntryValue}

People Target customer profile

\${Q3.4/ChoiceTextEntryValue}

What our customers value about our product(s)

\${Q3.1/ChoiceTextEntryValue}

Target customer geographic location

\${Q3.2/ChoiceTextEntryValue}

Target customer profile/demographics

\${Q3.3/ChoiceTextEntryValue}

Q29 Price Product pricing strategy

\${Q4.1/ChoiceGroup/SelectedChoices}

Price per unit

\${Q4.2/ChoiceTextEntryValue}

Q30 Placement Places our target customers shop

\${Q5.2/ChoiceTextEntryValue} Our product(s) will be sold at the following market outlets

\${Q5.1/ChoiceTextEntryValue} Our target customers will think of our product(s) when....

\${Q5.3/ChoiceTextEntryValue}

Q31 Promotion

Advertising methods

\${Q6.1/ChoiceTextEntryValue}

Market position

\${Q6.2/ChoiceTextEntryValue}

Sales and special offers

\${Q6.3/ChoiceTextEntryValue}

Q7 Now that you read through your draft marketing plan all together, what thoughts do you have?

End of Block: Automated compile of responses
