[Insert your business logo]

[Enter your business name]

Marketing plan

**Date:** Select a date

[Use the italicised guidance throughout this template for help completing your marketing plan.   
You may wish to remove this text before you finalise your plan.]

| Download the latest version of this template from [www.business.gov.au/marketingplan](http://www.business.gov.au/marketingplan) |
| --- |

# Key details

## Registration details

*[Find out about* [*business registrations*](https://www.business.gov.au/registrations) *and choosing a* [*business structure*](https://business.gov.au/planning/business-structures-and-types/business-structures)*]*

|  |  |
| --- | --- |
| Business name  Registered or proposed name. |  |
| Date registered | Select date |
| State registered in | Select state/territory |
| Business structure | Select structure |
| Australian business number (ABN) |  |
| [Australian company number](https://www.business.gov.au/registrations/register-a-company) (ACN)  If a company. |  |

## Contact details

|  |  |
| --- | --- |
| Name |  |
| Phone |  |
| Mobile |  |
| Email |  |
| Address |  |

## Online and social media details

|  |  |
| --- | --- |
|  | **Address/details** |
| **Website** |  |
| Select type |  |
| Select type |  |
| Select type |  |

**Contents**

[Key details 2](#_Toc77760846)

[Registration details 2](#_Toc77760847)

[Contact details 2](#_Toc77760848)

[Online and social media details 2](#_Toc77760849)

[The business 4](#_Toc77760850)

[Plan summary 4](#_Toc77760851)

[Our vision 5](#_Toc77760852)

[Our mission 5](#_Toc77760853)

[Products and services 5](#_Toc77760854)

[Expected demand 5](#_Toc77760855)

[SWOT analysis 6](#_Toc77760856)

[The market 7](#_Toc77760857)

[Market research 7](#_Toc77760858)

[The problem 7](#_Toc77760859)

[Our solution 7](#_Toc77760860)

[Our target market 8](#_Toc77760861)

[Sales targets 8](#_Toc77760862)

[The competition 9](#_Toc77760863)

[Goals and actions 10](#_Toc77760864)

[Goals for next year 10](#_Toc77760865)

[Goals for the next 3 years 10](#_Toc77760866)

[Marketing strategy 11](#_Toc77760867)

[Product or service 11](#_Toc77760868)

[Price 11](#_Toc77760869)

[Place – our sales and distribution channels 11](#_Toc77760870)

[People – customer management 12](#_Toc77760871)

[People – sales and marketing staff 12](#_Toc77760872)

[Promotion and advertising 13](#_Toc77760873)

[Marketing review 13](#_Toc77760874)

[The finances 14](#_Toc77760875)

[Expected sales 14](#_Toc77760876)

[Marketing budget 15](#_Toc77760877)

[Supporting document checklist 16](#_Toc77760878)

# The business

## Plan summary

*[Complete this section last so you can summarise your information**from the rest of the plan.]*

|  |  |
| --- | --- |
| What our business does  The products or services we sell. |  |
| Our target market |  |
| Our unique selling point |  |
| Our business goals |  |

## Our vision

*[Consider what you want your business to accomplish in the long term. What are your ultimate goals? Be passionate, powerful and inspiring.]*

Our hopes, dreams and where we aim to go.

|  |
| --- |
| *[Example: To be the go-to supplier of high quality, sustainable coffee in Australia and reduce environmental impacts through promoting sustainable shopping practices.]* |

## Our mission

*[Consider the purpose of your business and define what it does for your customers. What do you do, how do you do it and why do you do it?]*

Who we are and why we exist.

|  |
| --- |
| *[Example: We supply high quality, sustainably produced coffee for all coffee lovers to enjoy while minimising their environmental impact.]* |

## Products and services

What we’re selling.

|  |
| --- |
|  |

## Expected demand

How much of our product/service we expect customers will want to buy over the next year.

|  |
| --- |
|  |

## SWOT analysis

*[Take an honest look at your business to identify your business’s strengths and what you could be doing better. Visit our website for more information on* [*doing a SWOT analysis*](https://business.gov.au/planning/business-plans/swot-analysis)*.]*

Our business strengths, weaknesses, opportunities and threats.

|  |  |
| --- | --- |
| Strengths  What’s good about our business. | *[Example: Premises are in a high traffic area with good visibility.]* |
| Weaknesses  What’s not so good about our business. | *[Example: No business website and high rental costs.]* |

|  |  |
| --- | --- |
| Opportunities  External factors we could take advantage of. | *[Example: The market is growing rapidly.]* |
| Threats  External factors that could cause problems for us. | *[Example: A new competitor could target the same market.]* |

### How we’ll address each weakness and threat

|  |
| --- |
| *[Example: We’ll investigate alternative lower cost premises with good visibility.]* |

# The market

## Market research

[Attach a copy of your research and findings to this plan. Visit our [market research](https://business.gov.au/marketing-and-advertising/do-market-research) page for more information. Market research can help you to get an understanding of problems customers face and opportunities in the market.]

Research we’ve done to analyse the market.

|  |
| --- |
| [Example: We sent a questionnaire to 30 retail coffee shops, suppliers and other potential customers to assess demand, gaps and issues in the market. We found that the large number of coffee brands and blends is generally confusing for customers.] |

## The problem

[What issues do your potential customers face in the current market? Is there a lack of your service type in a particular suburb? Is the product supplied by other businesses expensive?]

The market problem/s that we aim to solve for customers.

|  |
| --- |
| [Example: There’s an overwhelming choice of coffee blends in the market. It’s hard for customers to know what they’re buying.] |

## Our solution

How our business solves the problem – our unique selling point. This is how we’ll succeed in the market.

|  |
| --- |
| [Example: Intrinsic Coffee sells a small range of high-quality coffee. We don’t use fancy names for our blends, so people know what they’re buying.] |

## Our target market

*[Not everyone will want your product or service, so make sure you identify* [*your target market*](https://business.gov.au/marketing-and-advertising/identify-your-target-market)*. This helps focus your marketing efforts and improve your chances of success. Describe your targeted customers for example by gender, age, income, location or education.]*

The group of customers that we aim to sell our products or services to.

|  |
| --- |
| *[Example: Our products are targeted at adults over 30 with a medium to high disposable income.]* |

## Sales targets

How much we plan to sell over the next year.

|  |
| --- |
| *[Example: We plan to sell 500 of our base product per month over the next year.]* |

## The competition

The top 3 businesses we’re competing against, what they do well and not so well. What we’ll do differently to succeed in the market.

|  |  |  |  |
| --- | --- | --- | --- |
| Competitor name | *[Example: Sludge International Coffee.]* |  |  |
| Strengths | *[Example: Low product prices.]* |  |  |
| Weaknesses | *[Example: Low quality product, unsustainable production.]* |  |  |
| What we’ll do differently | *[Example: We only sell high quality, sustainably produced beans.]* |  |  |

# Goals and actions

*[Try to make your goals SMART:* ***s****pecific,* ***m****easurable,* ***a****chievable,* ***r****elevant and* ***t****ime-bound. For example, increase online coffee sales by 10% over the next 12 months.]*

## Goals for next year

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***[Enter a goal]*** | ***[Enter a goal]*** | ***[Enter a goal]*** |
| Actions to achieve goal | * [Action] * [Action] * [Action] | * [Action] * [Action] * [Action] | * [Action] * [Action] * [Action] |
| Due date | Select date | Select date | Select date |
| Who’s responsible |  |  |  |

## Goals for the next 3 years

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***[Enter a goal]*** | ***[Enter a goal]*** | ***[Enter a goal]*** |
| Actions to achieve goal | * *[Action]* * *[Action]* * *[Action]* | * *[Action]* * *[Action]* * *[Action]* | * *[Action]* * *[Action]* * *[Action]* |
| Due date | Select date | Select date | Select date |
| Who’s responsible |  |  |  |

# Marketing strategy

[Read our article about [the 5 Ps of marketing](https://business.gov.au/marketing-and-advertising/the-5-ps-of-marketing) – product, price, place, people and promotion.]

## Product or service

Where our products/services fit in the market. What makes them different from our competitors’ products/services.

|  |  |  |
| --- | --- | --- |
| Product/service | Description | Unique selling point |
| [Example: EcoBeans] | [Example: EcoBeans are our environmentally friendly coffee beans for our environment conscious customers.] | [Example: These beans are sourced from a sustainable supplier and packaged in eco-friendly materials. They enable our customers to have a positive impact on the environment.] |
|  |  |  |
|  |  |  |

## Price

[Explain your [pricing strategy](https://www.business.gov.au/products-and-services/develop-a-pricing-strategy) and why you chose it. Does the price cover all costs such as staff, production and operations? Have you added a profit margin? What price will your target market bear? Do your prices account for any seasonal variations in costs?]

How we set the prices for our products/services.

|  |
| --- |
| [Example: Our coffee beans are sold at cost of production and distribution plus a mark-up of 50%. This ensures we remain competitive and make a profit.] |

## Place – our sales and distribution channels

*[How will you deliver your product or service to customers? Think about your target audience when you decide on distribution channels.]*

|  |  |  |
| --- | --- | --- |
| Channel | Used for | Details |
| Select a channel | [list product/service] | [Example: Beans Online, 20% of sales] |
| Select a channel |  |  |
| Select a channel |  |  |

## People – customer management

[How will you maintain good relationships with your customers and keep them coming back? Will you have customer service standards? Check our [customers](https://www.business.gov.au/people/customers) topic for more information.]

|  |
| --- |
| [Example: We’ll offer discounts to regular customers. We’ll let customers know about special offers and new products/services through an opt-in newsletter.] |

## People – sales and marketing staff

[List your existing or required sales and marketing staff.]

|  |  |  |
| --- | --- | --- |
| Role | Name  If role is filled. | Responsibilities |
| [Example: Sales manager.] |  | [Example: Develop marketing plan, monitor sales and setting sales targets.] |
|  |  |  |
|  |  |  |

## Promotion and advertising

[Choose channels that suit your target market. For example, social media use varies across different age groups. Learn about [choosing the best channels to communicate with your customers](https://business.gov.au/people/customers/communicate-with-customers).]

The channels we’ll use to promote and advertise to our target customers.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Activity | Channel | Details | Estimated cost | Target date |
| *[Example: Pre-launch promotion.]* | Select a channel | [Example: We’ll use regular Facebook posts to promote the product with discounts for our first 20 customers.] | $ | Select date |
|  | Select a channel |  | $ | Select date |
|  | Select a channel |  | $ | Select date |
|  | Select a channel |  | $ | Select date |

## Marketing review

[Describe how you’ll regularly review the impact of your planned marketing activities. What were the results for the promotional period? What were your sales figures? How many new/repeat customers did you receive? How many visitors to your website?]

|  |  |  |  |
| --- | --- | --- | --- |
| Marketing activity | Date of review | How we’ll measure the impact | Results |
| *[Example: Pre-launch promotion.]* | Select date | *[Examples: social media hits, number of online orders]* | *[Examples: new customers, increased demand, increased profit]* |
|  | Select date |  |  |
|  | Select date |  |  |
|  | Select date |  |  |

# The finances

[Use your financial statements and forecasts to complete this section. For help with start-up costing, balance sheet, profit/loss and cash flow check our [financial templates](https://business.gov.au/finance/financial-tools-and-templates).]

## Expected sales

*[Describe your expected sales figures and any seasonal influences.]*

Our expected sales for the next year.

|  |
| --- |
| [Example: Our expected sales for the 20XX-20XX financial year are $XXXX.] |

## Marketing budget

[You can base your budget on the example below, use your own budget or ask your accountant for help. Figures include GST.]

# Supporting document checklist

Attached documents (where relevant):

Balance sheet forecast (including assumptions)

Cash flow statement forecast (including any assumptions)

Market research

Profit and loss forecast sheets (including any assumptions)

Staff resume(s)