

MARKETING PLAN OVERVIEW WORKSHEET

Business Name: _____

PRODUCT

PRICE

PROMOTION

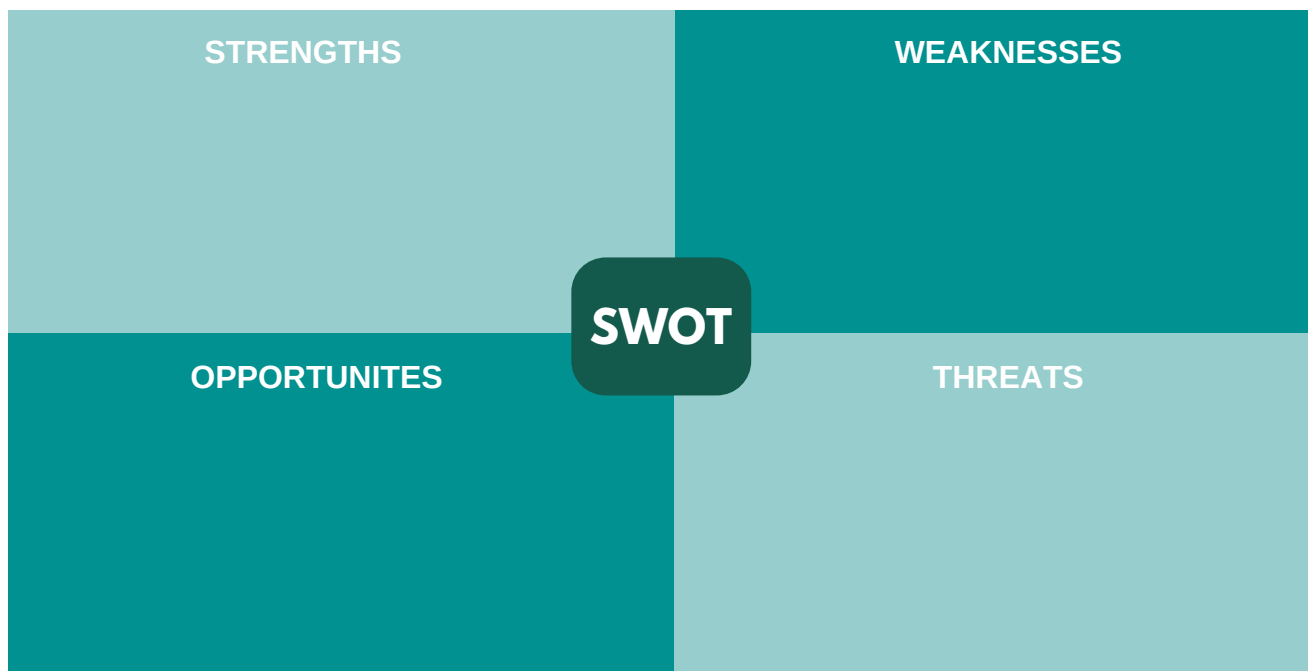
PLACE

COMPETITORS:

1. _____

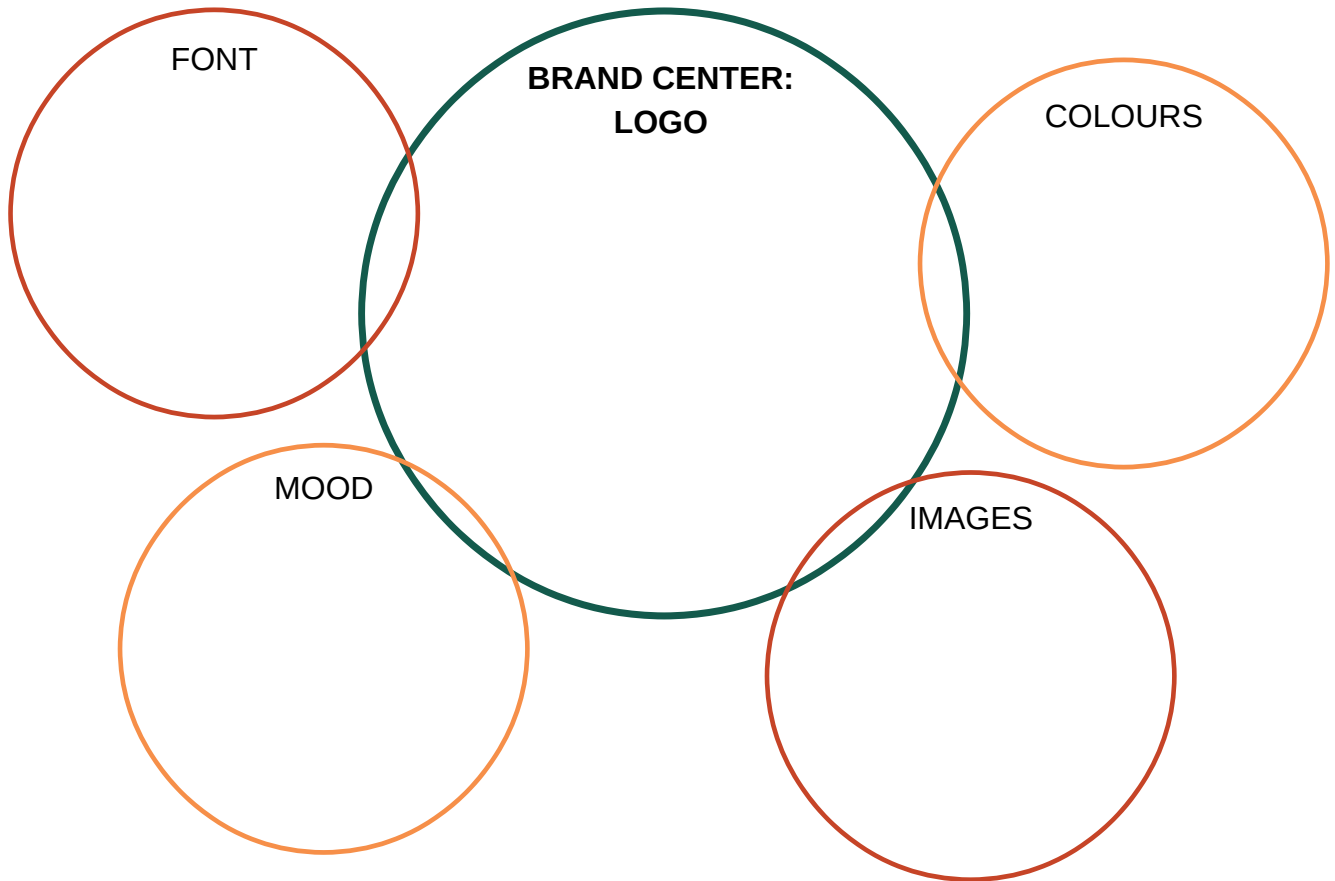
2. _____

3. _____



VALUE PROPOSITION:

CUSTOMER DEMOGRAPHICS



MARKETING CHANNELS
