

## APPENDIX C Sample Marketing Plan

This sample marketing plan for a hypothetical company illustrates how the marketing planning process described in Chapter 2 might be implemented. If you are asked to create a marketing plan, this model may be a helpful guide, along with the concepts in Chapter 2.

**1** The Executive Summary, one of the most frequently read components of a marketing plan, is a synopsis of the marketing plan. Although it does not provide detailed information, it does present an overview of the plan so readers can identify key issues pertaining to their roles in the planning and implementation processes. Although this is the first section in a marketing plan, it is usually written last.

**2** The Environmental Analysis presents information regarding the organization's current situation with respect to the marketing environment, the current target market(s), and the firm's current marketing objectives and performance.

**3** This section of the environmental analysis considers relevant external environmental forces such as competitive, economic, political, legal and regulatory, technological, and sociocultural forces.

### Star Software, Inc. Marketing Plan

#### **1 I. EXECUTIVE SUMMARY**

Star Software, Inc., is a small, family-owned corporation in the first year of a transition from first-generation to second-generation leadership. Star Software sells custom-made calendar programs and related items to about 400 businesses, which use the software mainly for promotion. Star's 18 employees face scheduling challenges, as Star's business is highly seasonal, with its greatest demand during October, November, and December. In other months, the equipment and staff are sometimes idle. A major challenge facing Star Software is how to increase profits and make better use of its resources during the off-season.

An evaluation of the company's internal strengths and weaknesses and external opportunities and threats served as the foundation for this strategic analysis and marketing plan. The plan focuses on the company's growth strategy, suggesting ways in which it can build on existing customer relationships, and on the development of new products and/or services targeted to specific customer niches. Since Star Software markets a product used primarily as a promotional tool by its clients, it currently is considered a business-to-business marketer.

#### **2 II. ENVIRONMENTAL ANALYSIS**

Founded as a commercial printing company, Star Software, Inc., has evolved into a marketer of high-quality, custom-made calendar software and related business-to-business specialty items. In the mid-1960s, Bob McLemore purchased the company and, through his full-time commitment, turned it into a very successful family-run operation. In the near future, McLemore's 37-year-old son, Jonathan, will take over as Star Software's president and allow the elder McLemore to scale back his involvement.

#### **3 A. The Marketing Environment**

1. *Competitive forces.* The competition in the specialty advertising industry is very strong on a local and regional basis but somewhat weak nationally. Sales figures for the industry as a whole are difficult to obtain since very little business is conducted on a national scale.

The competition within the calendar industry is strong in the paper segment and weak in the software-based segment. Currently paper calendars hold a dominant market share of approximately 90 percent; however, the software-

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## **Table of Contents The Marketing Plan How To Prepare And Implement It Isbn 081447805**

1. Understanding the eBook The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - The Rise of Digital Reading The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Advantages of eBooks Over Traditional Books
2. Identifying The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - User-Friendly Interface
4. Exploring eBook Recommendations from The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Personalized Recommendations
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  - The Marketing Plan How To Prepare And Implement It Isbn 081447805 and Bestseller Lists
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  - The Marketing Plan How To Prepare And Implement It Isbn 081447805 eBook Subscription Services

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  - The Marketing Plan How To Prepare And Implement It Isbn 081447805 Compatibility with Devices
  - The Marketing Plan How To Prepare And Implement It Isbn 081447805 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Highlighting and Note-Taking The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Interactive Elements The Marketing Plan How To Prepare And Implement It Isbn 081447805
- 8. Staying Engaged with The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers The Marketing Plan How To Prepare And Implement It Isbn 081447805
- 9. Balancing eBooks and Physical Books The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection The Marketing Plan How To Prepare And Implement It Isbn 081447805
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Setting Reading Goals The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Fact-Checking eBook Content of The Marketing Plan How To Prepare And Implement It Isbn 081447805
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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