

MARKETING STRATEGY TEMPLATE:

BUSINESS NAME :

### **Background**

- **What is your goal?quantifiable target**
- **What market are you in?**
- **What is your mission?**

What are the **STRENGTHS** OF YOUR BUSINESS?

What are its **weaknesses** ?

DESCRIBE YOUR **IDEAL CUTOMER**

### **ACTION**

**WHICH OF THESE WILLBEST DELIVER YOUR GOAL?**

1. **Market penetration selling more of what to your current client base?**
2. **Market development- finding a new group or geographical area to sell to?**
3. **Product development, do you need a new solution to satisfy your customers?, or is it time to repackage your service?**

**WHAT STEPS DO YOU NEED TO TAKE TO IMPLEMENT THIS?**

**Discuss a list of action points with Lisa**