### MARKETING PLAN TEMPLATE

# **Business Vision**

A business vision outlines what your business would like to ultimately achieve and gives purpose to the existence of the organisation.

# **Business Mission**

A mission statement defines what your business is, why it exists and its reason for being.

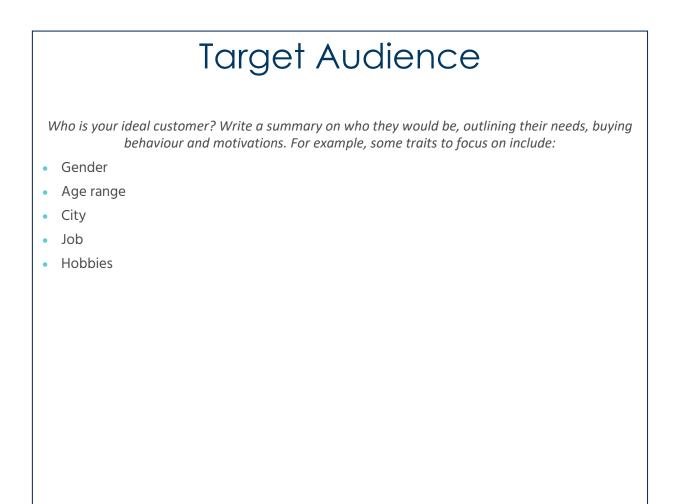
# Unique Selling Proposition

What sets your business apart from the rest?

### **Products and Services**

What products and services is your business offering?

### MARKETING PLAN TEMPLATE





### MARKETING PLAN TEMPLATE

## Marketing Activity

This section outlines the methods you will use to achieve your goals. Try to have a mix of offline and online marketing. .

For Example:

Online: Facebook advertising, Google advertising Offline: Flyers, posters, car decals

