

[EXAMPLE OF A MARKETING PLAN FOR A NEW BUSINESS](#)



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C 1 APPENDIX C Sample Marketing Plan

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 develop-

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AN EXAMPLE OF A MARKETING PLAN ubalt edu

Five new sales representatives will be added to assist in the development of new distribution outlets. A sales trainer will be hired to train the sales force in the new product. This will be within our \$500,000 sales support budget based on an average salary and benefits cost of \$100,000 for each position.

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To grow your business, you need a marketing plan. The right marketing plan identifies everything from 1) who your target customers are to 2) how you will reach them, to 3) how you will retain your

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