

RURAL ENTREPRENEUR NETWORK

Education, Training, and Resources for New Rural Businesses

Marketing Plan Template

The business owner controls the decisions of the following four P's of Marketing:

Product:

- How is your product unique and superior to competitive products? _____

- What are your unique packaging, warranties, etc. for your product? _____

- Have you branded (name, logo, tagline) your product? *Branding creates an emotional connection with your customer*

Price:

- What is the price per unit of your product compared to the cost per unit? *The wider the margin, the better*

- Do you price your product according to competition or cost? _____
- If you believe your product to be unique or better than competitor's products, are you charging a premium price? _____

Place:

- Will your customer pick up (come to your business) your product, or will you deliver it to your customer?

- Are you selling your product directly to the end user? _____
- Are there ways you can reduce distributions costs (such as having an online store or having your customer pay for shipping and handling, etc.)?

Promotion: *Promotion is all communication from the business owner to the prospective customer, which includes advertising, articles in the newspaper, word of mouth, online, etc.*

- Who is your target audience? _____
- How will your target audience learn about your product? _____

- What is your tagline (simple 5-7 word message that you want your company/product to stand for)?
