

MARKETING STRATEGY

Click here to start introducing your marketing plan and strategy.

How are you marketing your business? Do you use traditional marketing, such as advertisements? What channels are you using? Do you concentrate on online marketing strategies, website and social media engagement?

Describe your marketing strategy and justify different marketing actions. Further, how significant each marketing action is to your overall marketing plan.

Remember also if you need to outsource (part of) your marketing and what you can do versus what you can't do you need to hire marketing people! What can you do yourself? What are you outsourcing your marketing?

SUBJECT TERMS: IS; COUNTRIES

Marketing action #1	Marketing action description (goals, challenges, strategies, what you need for successful roll-out etc.)
Marketing action #2	Marketing action description (goals, challenges, strategies, what you need for successful roll-out etc.)
Marketing action #3	Marketing action description (goals, challenges, strategies, what you need for successful roll-out etc.)
Marketing action #4	Marketing action description (goals, challenges, strategies, what you need for successful roll-out etc.)
Marketing action #5	Marketing action description (goals, challenges, strategies, what you need for successful roll-out etc.)

BUSINESS OPERATIONS

Give here a short introduction to how and where your business operates.

LOCATION	Where does your business operate? Will you have multiple business locations? Will you have offices, storefront offices, or other facilities for your business? Do you have a website and online business or store? Your business operates only online? Do business with stores, franchises or other locations.
PERSONNEL	Describe the personnel structure and how it operates. Do you have a small staff? Do you have multiple divisions or other business? Does your business need accountants, designers, or other people? Where do they work or location(s) remain?
EQUIPMENT	Describe what sort of hardware or equipment your business operates and/or utilizes. Do you use other software or business equipment.
EXPENSES	Describe shortly what sort of equipment your business operates and/or uses. Do you require tools, personnel or other.

MANAGEMENT

Give here a short introduction to the management of your business.

Who are you, and who are your business partners, advisors, and mentors? Describe the management and business entities. Describe the hierarchy of your management.

How many people have your business or which position? How do you think and benefit helping you, our time business efficient people contribute to your business and what is their qualifying experience?

<http://www.cup.edu/2010/04/27/042710.htm>

Share Point	What is Sharepoint and what are the responsibilities of this person
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FINANCIAL SUMMARY

Give here a short introduction to your finances, such as what's the source of your funds and where you are using them.

Describe your financial plan. How are you financing your business? Will you draw the money? How do you plan to pay yourself, yourself? It's important to know the general numbers, ratios and calculations that you understand at least the basics of the financial side of your business.

SOURCE OF INCOME 1 \$ 1000	SOURCE OF INCOME 2 \$ 2000	SOURCE OF INCOME 3 \$ 3000
Describe here the source of income from address.	Describe here the source of income from address.	Describe here the source of income from address.
START-UP COST \$ 1000	START-UP COST \$ 2000	START-UP COST \$ 3000
Describe here what is needed to start-up, where it goes, and how much it costs.	Describe here what is needed to start-up, where it goes, and how much it costs.	Describe here what is needed to start-up, where it goes, and how much it costs.

PROJECTED PROFIT & LOSS

2002	2003	2004	2005
Share Sales	\$ 2,000	\$20,000	\$20,000
Share Issued at Par	\$ 0	\$ 0	\$ 0
Share Issued at Premium	\$ 0	\$ 0	\$ 0
Share Repurchased	\$ 0	\$ 0	\$ 0
Share Sold at Par	\$ 0	\$ 0	\$ 0
Share Sold at Premium	\$ 0	\$ 0	\$ 0
Net Proceeds	\$2,000	\$20,000	\$20,000
Expenses			
Legal	\$100	\$1,000	\$1,000
Printing	\$100	\$1,000	\$1,000
Registration	\$0	\$0	\$0
Underwriting	\$0	\$0	\$0
Other	\$0	\$0	\$0
Total	\$200	\$2,000	\$2,000
Net Proceeds	\$1,800	\$19,000	\$19,000
Expenses			
Legal	\$100	\$1,000	\$1,000
Printing	\$100	\$1,000	\$1,000
Registration	\$0	\$0	\$0
Underwriting	\$0	\$0	\$0
Other	\$0	\$0	\$0
Total	\$200	\$2,000	\$2,000
Net Proceeds	\$1,800	\$19,000	\$19,000

PROJECTED BALANCES

[illegible]