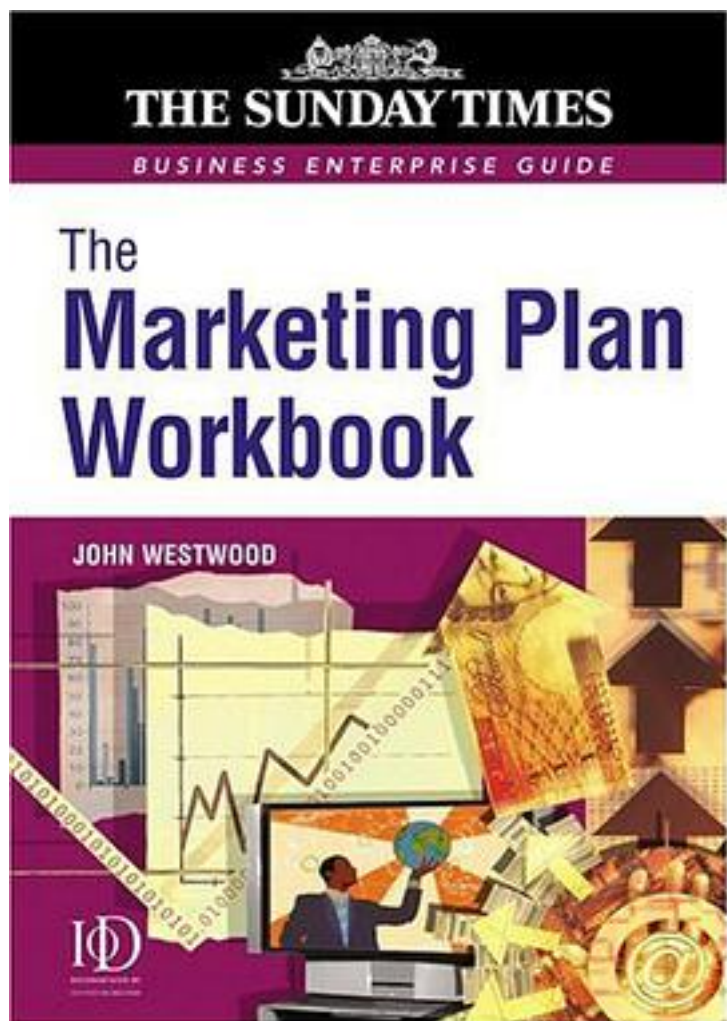


# Marketing Plan Workbook (Sunday Times Business Enterprise Guide)



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Planning is one of the most important roles of management, and a company's marketing plan is a key input to their business strategy. It should identify the most promising business opportunities and outline how to penetrate, capture and maintain positions in identified markets. Yet many books on marketing plans are overly academic, long on theory and short on examples. "The Marketing Planning Workbook" is an antidote to that approach. Highly practical and only including as much theory as is necessary, it will help anyone to understand the principles of marketing planning so that they can assemble any type of plan. The whole planning process is dealt with step by step, using models of six small businesses in a range of industries. Topics covered include: what is a marketing plan, the marketing audit, setting marketing objectives, devising marketing strategies, distribution, advertising, sales promotion, planning for a new product, developing new sales areas, budgets, income statements, and writing and presenting a plan. Small businesses do not have surplus people to do their marketing planning. This book will enable busy people to prepare marketing plans in a time-effective manner.

作者介绍:

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