**Appendix 1 Marketing Strategy:**

In this section you need to have:

* SMART goals linked to achieving your big marketing aim. (remember each goal you set needs to be **specific**, **measurable**, **attainable**, **relevant** and **time-bound**.
* 4 P’s (there is plenty of scope for integrating business knowledge here – i.e. explaining how you decided upon a strategy and linking it to your earlier research)
* **Product** (needs to cover): explanation of how you decided upon: What the materials/colours/sizes/materials/contents etc would be/who the target market will be and how the product meets their needs/features, benefits to target market and unique selling point/labelling on the product/packaging/where is your product on the product life cycle – does this impact on pricing?
* **Price** (needs to cover): cost price, mark up, RRP, pricing strategy (<http://en.wikipedia.org/wiki/Pricing_strategy>) link your strategy to where you perceive your business fits in the market i.e. Boston Matrix and Porters Five Forces, tiered pricing if you have multiple marketing channels, does your price need to have freight included.
* **Promotion** (needs to cover): what is your message – link to goals, what is your brand and logo - Do you have IP on this?/ Promotional media (link to action plan and budget) / frequency of promotion – link to who TM are and add into Action Plan.
* **Place** (needs to cover): are you bricks and mortar or are you clicks?/ does this have any impact on cost and so pricing?/what are your distribution channels?
* ***Sales Forecast:*** This should include details of how your projected sales breaks down over the selling cycle you have identified in your action plan. It should be expressed in quantities and when multiplied by price should equal the total sales figure in the marketing budget.
* ***Contingency Planning:*** Explain some actions that could be taken to achieve the marketing aim if the projected sales figures are not achieved.