
Strategic Marketing Plan

Mission Statement:

Objectives:

Competitive Advantages:

Weaknesses:

Target Market:

Marketing Tools:

- | | | |
|----|-----|-----|
| 1. | 6. | 11. |
| 2. | 7. | 12. |
| 3. | 8. | 13. |
| 4. | 9. | 14. |
| 5. | 10. | 15. |

Define Niche:

Desired identity:
