**V.           Issues Analysis (2 pages maximum)**

1. Given your complete marketing analysis, what are the key issues that the company/organization must understand in order to address the charge that is being considered?

       i.    Note: This section concisely identifies the most important issues and decisions that the organization is likely to face when trying to sell the product in your charge.

* Bullet points (or numbered statements) are acceptable.

**VI.          Goals and Objectives (2 pages maximum)**

1. The goals and objectives should be stated clearly and concisely.

        i.   (Think [S.M.A.R.T.](http://fednor.gc.ca/eic/site/fednor-fednor.nsf/eng/fn03299.html) i.e. Specific, Measurable, Achievable & Result Traceable).

     2.  Each goal/objective should be easily understood given your previous analysis and summary of key issues.

        i.   Do not “discuss” the goals/objectives. Just present them.

**VII.         Marketing Strategy Statements (2-6 pages)**

1. Note: These are literally statements.   
    i.    Do not provide detailed descriptions.  
    ii.   These statements will guide your implementation.  
    iii.   These statements should be logical given your analysis and goals.
2. Target Market Definition   
    i.    Note: This is a short, final description of who your action plan will be intended to reach. You may simply be restating target population previously identified.

* Describe the target market in demographic and/or psychographic terms.
* Describe the key benefits/behaviors this target market seeks/prefers.
* Estimate the number of customers in this segment.

    3.  Strategy Statements

          i.    Value Statement

* Why should “customers” adopt your strategic initiative?
* What does your initiative provide (or what do you suggest it provide) in order to encourage/support behavioral change?
* Identify “the set of benefits that the strategy offers.”

          Note: The value proposition is intangible, but it is made tangible through specific offerings/activities.

          ii.    Proposition Statement

* What is the key proposition on which the strategy and its activities should be based?
* Refer to the “4 Ps” of marketing.

          iii.    Accessibility Statement

* What information or support materials must be made easily accessible?
* Refer to the “4 Ps” of marketing.

          iv.    Communication Statement

* What method of communications should be sought?

          i.    Print/radio and other traditional media?

          ii.    Social networking?

**VIII.       Marketing Implementation (2-6 pages)**

1. Follow the format provided above.
2. Remember, suggest at least two actions to be taken that can help achieve your stated goals and that are consistent with your strategic statements.
3. What is the cost/budget of implementing the suggested actions?

**IX.           Marketing Budget (1 page)**