**Marketing Plan Analysis**

By successfully completing this assessment, you will demonstrate your proficiency in the following course competencies and assessment criteria:

* Develop a sales plan.
  + Describe components of a company's sales approach.
  + Evaluate whether a company's sales plan is effective in relation to a particular marketing context.
  + Propose changes to a sales plan.
* Evaluate management implications of marketing and sales plans.
  + Explain how a sales plan affects the implementation of sales strategies.

**Instructions**

Provide an analysis of the marketing and sales portions of the Aircraft Equipment Maker Business Plan. This sample business plan from the Bplans Web site features a fictitious organization called *Stretch 'r Wings*. The *Stretch 'r Wings* sales approach is described in **Sections 5 and 6 of the plan**.

Aircraft Equipment Maker (Stretch 'r Wings) Business Plan:

<http://www.bplans.com/aircraft_equipment_maker_business_plan/executive_summary_fc.php>

**Write an analysis of the marketing plan within this business plan**. Address the following:

* Describe the components of the organization's sales approach.
* Assess the effectiveness of the sales plan for a business in this market, with this marketing mix.
* Describe whether or not you think there is enough detail in the business plan to effectively communicate the organization's sales approach.
* Assess the management implications of using this sales plan. Explain how this sales plan would affect the implementation of sales strategies in the company.
* Suggest additions and changes to the sales plan to make it more comprehensive and to better communicate the sales approach.
* **APA formatting:** Resources and citations are formatted according to APA (6th edition) style and formatting. References must be from peer-reviewed or scholarly journal articles; not internet based.
* **Font and font size:** Times New Roman, 12 point.