**Marketing Plan Proposal**

**SECTION I – OVERVIEW OF PRODUCT/SERVICE**

**SECTION II – ENVIRONMENTAL ANALYSIS**

**SECTION III – MARKETING PLAN OBJECTIVES**

**SECTION IV – COMPETITIVE ADVANTAGE**

**SECTION V – STRATEGIC DIRECTION**

**SECTION VI – TARGET MARKET STRATEGY**

**SECTION VII – MARKETING MIX STRATEGY**

1. **Product or Service Strategy**

**B) Place Strategy**

**C) Promotional Mix**

**D) Pricing Strategy**

**Reference**

**{Provide an APA formatted reference list}**