

# [TENERIC]

Category	Strategy
1: Summary of the Plan	<p>This introduction is simply a summary of the following eight sections. You could sketch out a “straw man” structure before you begin to jot down ideas you already have.</p> <p>More info: <a href="https://www.teneric.co.uk/marketing/marketing-mix/">https://www.teneric.co.uk/marketing/marketing-mix/</a></p>
2: Market research and external analysis	<p>Do you have any data supporting the demand for your products? You can obtain information from industry reports, competitor plans or press releases. This research helps support your notion customers want your type of product. Also, incorporate country and local economic data. Will government policy affect your plans in any way?</p> <p>More info: <a href="https://www.teneric.co.uk/marketing/get-market-research/">https://www.teneric.co.uk/marketing/get-market-research/</a></p>
3: Target customer demographics	<p>Who is your ideal customer? What are their buying traits? Detail the demographics of your customer: i.e.: age, gender, income, where they reside etc..</p>
4: Brand positioning and definition	<p>The tone of voice of how you communicate determines how customers perceive your business when they want to buy the product or service from you or your competitors. Detail what you stand for as a company and why.</p>
5: Product and service outline	<p>A simple summary of the product offered together with the benefits your customer will receive. List benefits rather than features.</p>
6: Pricing and discounting guidelines	<p>Why are you charging the price you have set? How much gross margin will it produce? Will you discount for volume or to certain customer segments? Why?</p> <p>More info: <a href="https://www.teneric.co.uk/marketing/offers-and-discounts/">https://www.teneric.co.uk/marketing/offers-and-discounts/</a></p>
7: Wholesale and retail strategies	<p>If you are buying or selling wholesale, what are your mark-up percentages. How will you approach retailers? What mark-ups will there be?</p>
8: Sales channel marketing	<p>Which sales channels will you sell your products through? Why?</p> <p>More info: <a href="https://www.teneric.co.uk/guides/developing-sales-channels/">https://www.teneric.co.uk/guides/developing-sales-channels/</a></p>
9: Advertising and promotional campaigns	<p>What will your promotions cost? What’s the Return On Investment (ROI) of each promotional activity?</p>

Marketing Plans: <https://www.teneric.co.uk/marketing/>