

# [TENERIC]

| Category                                 | Strategy   |
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| 1: Summary of the Plan                   | <p>This is simply a summary of the next 8 items. 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? This could be industry reports, competitor plans or press releases. This helps support your notion there are customers who want your type of product. Also incorporate some 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 traits? Describe their demographics: ie: age, gender, income, where they reside etc</p>  |
| 4: Brand positioning and definition      | <p>The tone and voice on how you communicate sets how customers think about you when they want to buy the product or service from you or your competitors.</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 ROI of each promotional activity?</p>  |

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