

MARKETING PLAN

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1. BUSINESS SUMMARY

1.1 BACKGROUND

1.2 MISSION

1.3 VISION

1.4 OUR TEAM

NAME	FUNCTION

2. SITUATIONAL ANALYSIS

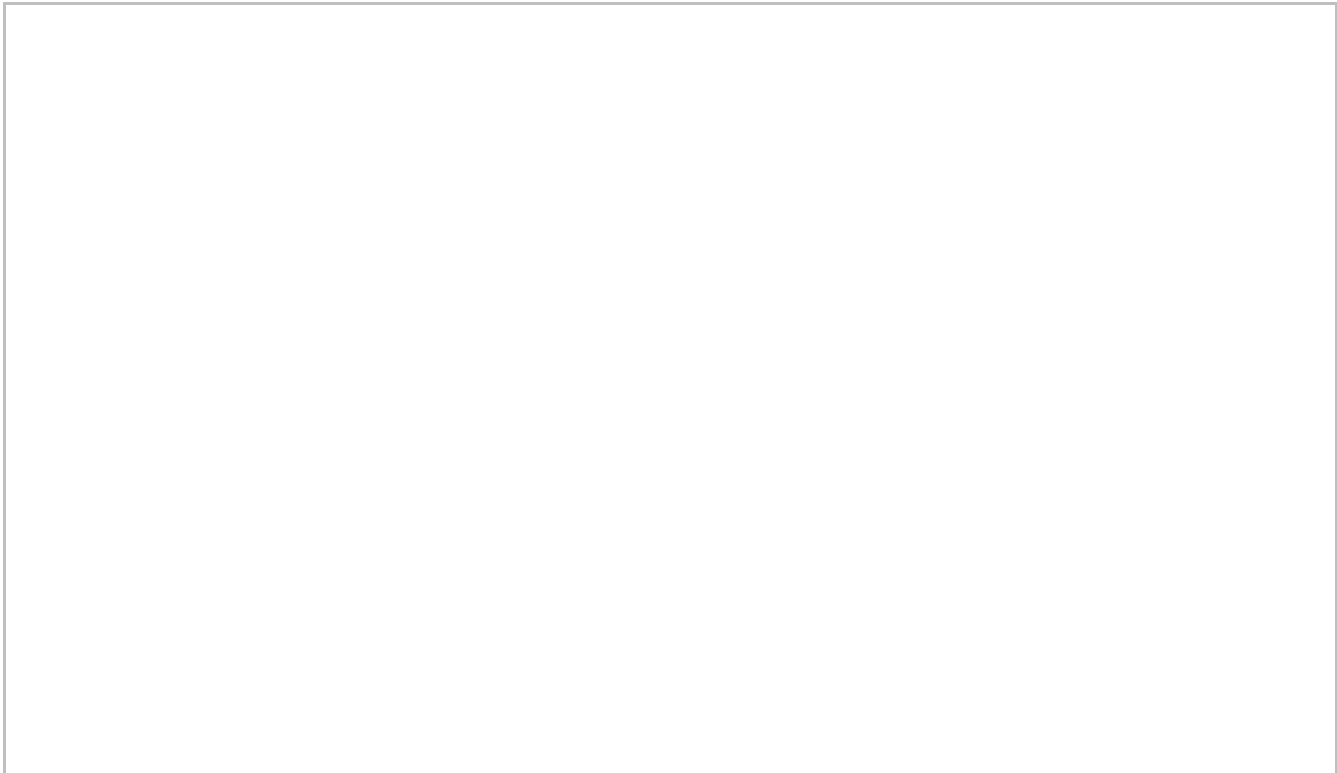
2.1 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

2.2 COMPETITOR SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

2.3 COMPETITOR'S PERFORMANCE

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2.4 COMPETITOR'S MARKETING STRATEGY

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3. GOALS

3.1 BUSINESS GOALS

[Empty box for Business Goals]

3.2 STRATEGIC GOALS

[Empty box for Strategic Goals]

3.3 TACTICAL GOALS

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3.4 COMMUNICATION GOALS

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4. TARGET CLIENT

4.1 CLIENT TYPE

	First-Time Home Buyer
	Home Seller
	Renter
	Other (e.g. investment properties)

4.2 DEMOGRAPHICS

4.3 PSYCHOGRAPHICS

4.4 PAIN POINTS

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4.5 BUYER PERSONA

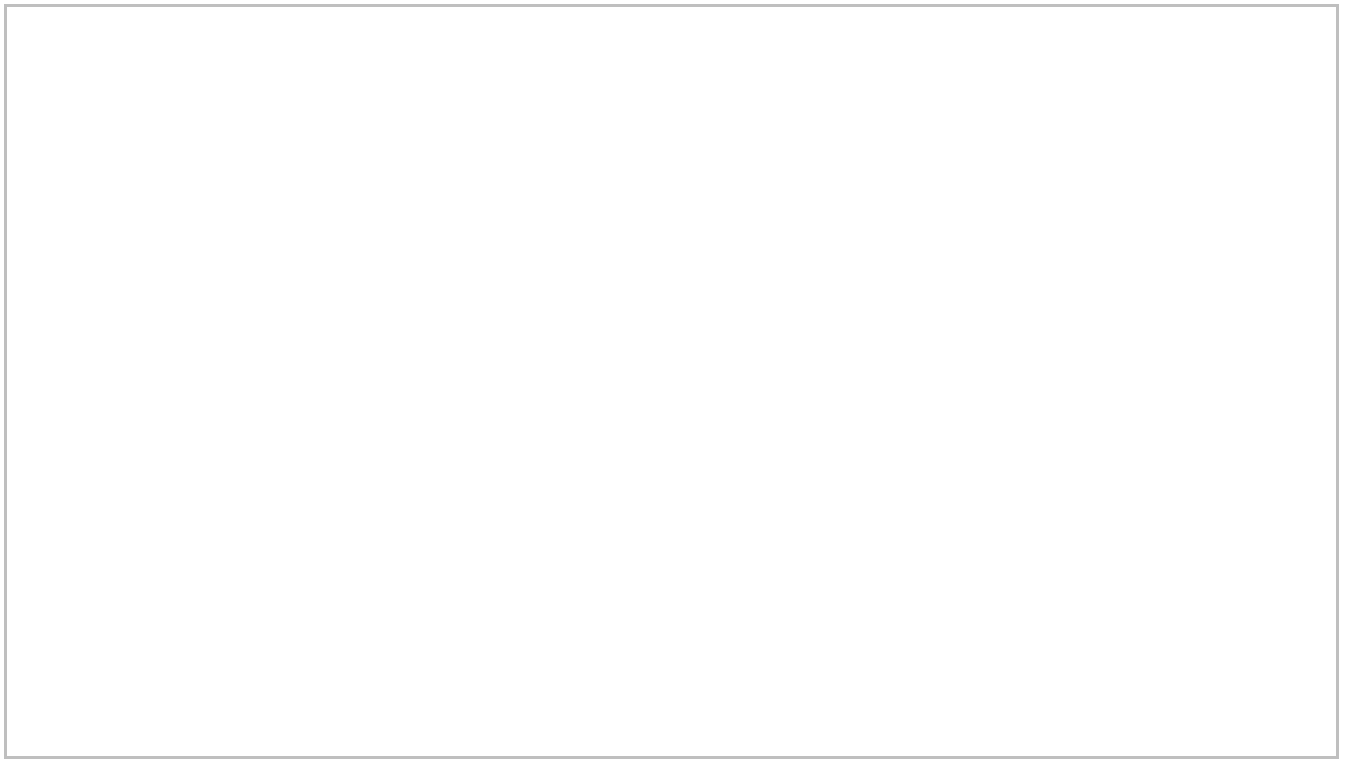
A large, empty rectangular box with a thin grey border, intended for content related to the '4.5 BUYER PERSONA' section.

5. MARKETING STRATEGY

5.1 UNIQUE SELLING PROPOSITION (USP)

A large, empty rectangular box with a thin grey border, intended for the user to input their Unique Selling Proposition (USP).

5.2 SUSTAINABLE COMPETITIVE ADVANTAGE

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5.3 MARKETING CHANNELS

CHANNEL	ACTION	ASSIGNED TO	COST

5.4 BUDGET

CATEGORY	DESCRIPTION	ASSIGNED TO	COST

6. ACTION PLAN

CATEGORY	ACTION	ASSIGNED TO	DATE

7. PERFORMANCE STANDARDS & MEASUREMENT METHODS

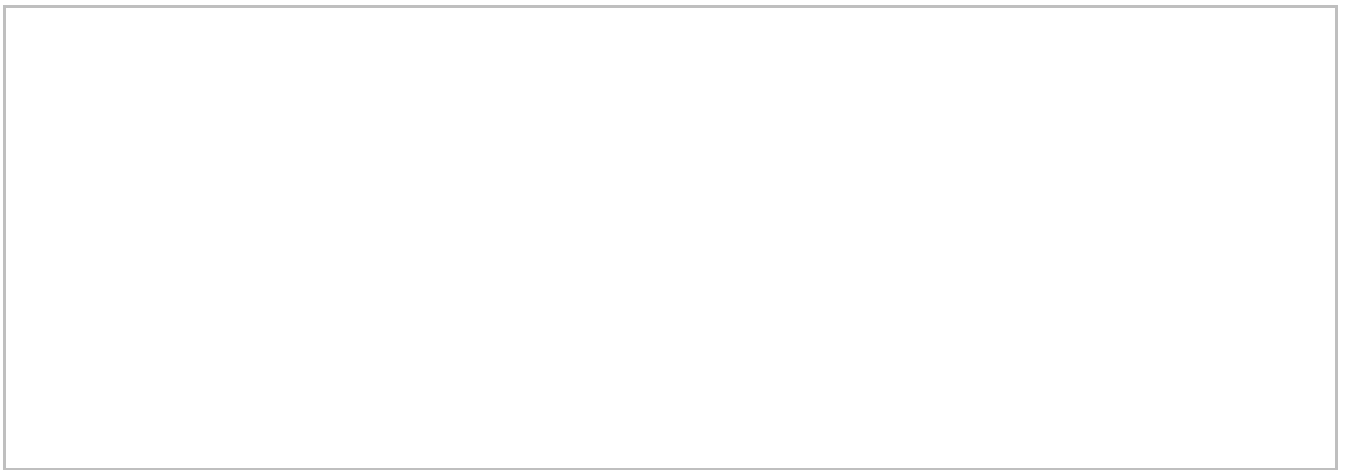
7.1 STANDARDS OF PERFORMANCE

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7.2 BENCHMARKS

A large, empty rectangular box with a thin grey border, intended for the user to input text or content related to the 'BENCHMARKS' section.

7.3 METHODS OF MEASUREMENT

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8. FINANCIAL SUMMARY

8.1 FINANCIAL FORECASTS



8.2 FINANCIAL STATEMENTS

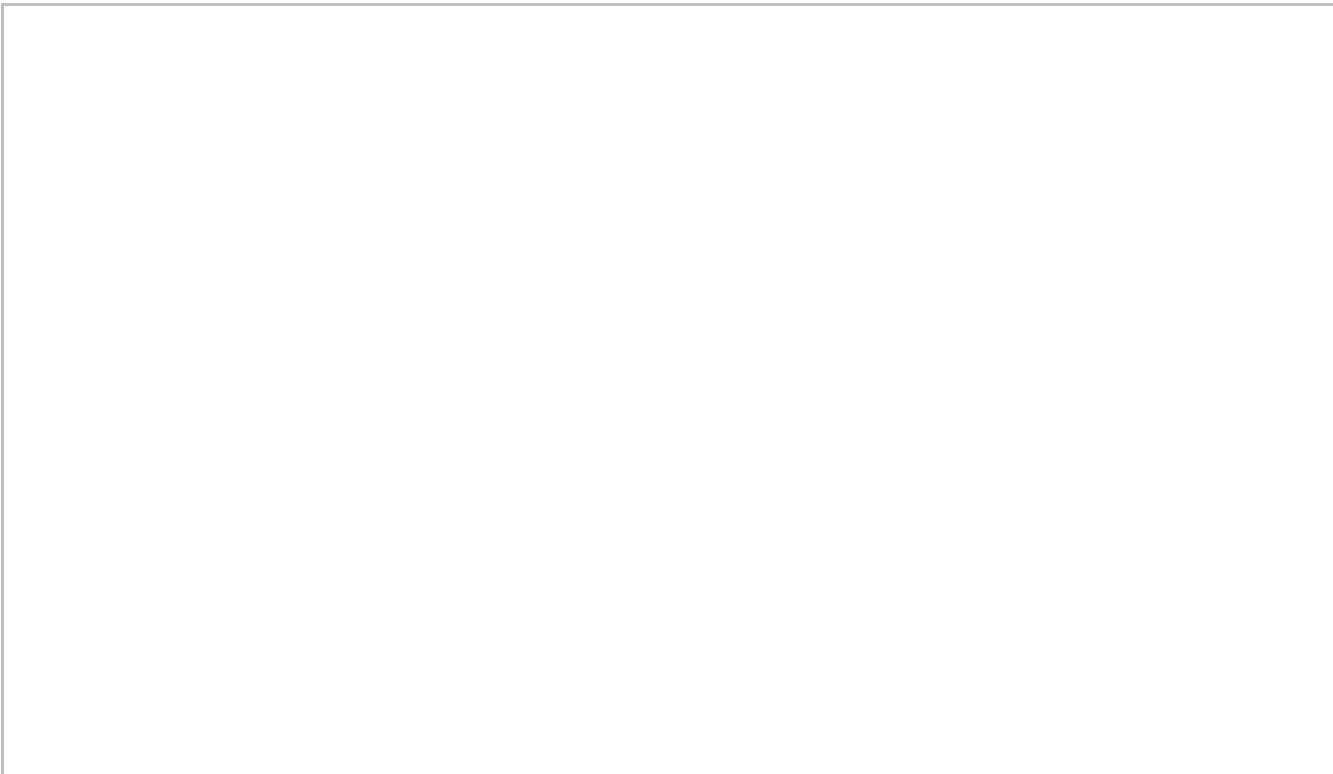
8.2.1 INCOME STATEMENT



8.2.2 CASH FLOW PROJECTION

A large, empty rectangular box with a thin grey border, intended for a cash flow projection table.

8.2.3 BALANCE SHEET

A large, empty rectangular box with a thin grey border, intended for a balance sheet table.

9. APPENDIX

9.1 RESEARCH RESULTS



9.2 PRODUCT SPECIFICATIONS AND IMAGES



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