**Marketing Planner**

**Company Name – *Date:***

**Core Business**

|  |  |
| --- | --- |
| **Passion/Purpose** | **Competency – Competitive Edge** |
|  |  |
| **Profit Drivers** | **Key Buyers** |
|  |  |

**SWOT ANALYSIS**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
| **Opportunities** | **Threats** |
|  |  |

**Action Planner**

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| --- | --- | --- | --- | --- | --- | --- |
| **Priority** | **Category** | **Who** | **Item** | **Tactics** | **Plan for Implementation** | **Deadline** |
| *Eg. 1* | *Branding* | *Bob* | *Logo rework* | *Research 5 companies and request quotes* | *Bob to provide weekly updates on progress*  *Meet with Bob to finalise company* | *Dec 1st* |
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| **Major Monthly Actions** | | | |
| **JULY** | **AUGUST** | **SEPTEMBER** | **OCTOBER** |
|  |  |  |  |
| **NOVEMBER** | **DECEMBER** | **JANUARY** | **FEBRUARY** |
|  |  |  |  |
| **MARCH** | **APRIL** | **MAY** | **JUNE** |
|  |  |  |  |