

CHECK	%	SECTIONS	SUB-SECTIONS	SUMMARY CONTENTS
<input type="checkbox"/>	5%	Executive Summary		<ul style="list-style-type: none"> Not an introduction but an interesting and compelling summary.
<input type="checkbox"/>	20%	1. Situation Analysis	1.1. Macroenvironment Situation 1.2. Market Situation 1.3. Competitive Situation 1.4. Target Buyer or End User Situation 1.5. Product Situation 1.6. Distribution Situation	<ul style="list-style-type: none"> The situation analysis describes the total marketing environment in which the company competes and the status of company products and distribution channels. Citation and use of relevant secondary or/and primary data sources. Quality not quantity of information + analysis of it.
<input type="checkbox"/>	5%	2. SWOT Analysis Summary	2.1.1. Strengths 2.1.2. Weaknesses 2.2.1. Opportunities 2.2.2. Threats	<ul style="list-style-type: none"> The SWOT analyzes the major external opportunities and threats to the company and the internal strengths and weaknesses of the company. Identified an important and original set of usable opportunities.
<input type="checkbox"/>	5%	3. Issue Analysis	3.1. Critical Success Factors 3.2. Alternatives 3.3. Evaluation of the Alternative 3.4. Recommendations	<ul style="list-style-type: none"> A discussion of key issues facing the company.
<input type="checkbox"/>	10%	4. Marketing Goals and Objectives		<ul style="list-style-type: none"> The goals and objectives section outlines major company goals and the marketing and financial objectives. Should be realistic. Linked to SWOT.
<input type="checkbox"/>	5%	5. Marketing Strategy	5.1. Define Strategy(ies)	<ul style="list-style-type: none"> The marketing strategy section provides the company's marketing strategy statement, summarizing the key target buyer description, competitive market segments the company will compete in, the unique positioning of the company and its products compared to the competition.
<input type="checkbox"/>	10%		5.2. Segments and Targets Analysis 5.2.1. Market Segmentation 5.2.2. Recommended Target Market(s) 5.3. Positioning.	
<input type="checkbox"/>	35%	6. Marketing Mix	6.1. Product Mix 6.2. Price Mix 6.3. Place Mix 6.4. Promotion Mix 6.5 Process 6.6 People	<ul style="list-style-type: none"> The marketing mix presents the reasons why its products are unique or compelling to buyers, price strategy versus the competition, marketing spending strategy with advertising and promotion, and possible R&D and market research expenditure strategies.
<input type="checkbox"/>	5%	7. Schedules and Responsibilities	<ul style="list-style-type: none"> What, When and who is doing it. Description of an evaluation method or feedback management systems. 	<ul style="list-style-type: none"> This section outlines each specific marketing event or action plan to increase sales. For example, it may contain a summary of quarterly promotion and advertising plans, with spending, timing, and share or shipment goals for each program. Tests/Research - what is planned for coming year and costs
<input type="checkbox"/>	Max 3% Extra if remarkable	8. References 9. Appendix	<ul style="list-style-type: none"> Quotes, citations, reports, ... Survey, analysis, other results, ... 	For instance; <ul style="list-style-type: none"> Quality and pertinence of sources to the subject. Skills in referencing and writing bibliography.