

Developing Your Marketing Plan

What is your business?

What is your product or service?

What is your geographic marketing area – neighborhood, city or county?

Who is your competition?

How do your products/services differ from those competitors?

What are your prices?

How do your prices compare to your competitors' prices?

What are your competitor's promotion methods?

What are your promotional methods?

How do you distribute your meals?

Who is your target audience?

Who is your current customer base?

What are their ages, grades, gender, and income levels?

How do your customers learn about your product or services?

What patterns or habits do your customers and potential customers share? Where do they shop? What do they read, listen to and watch?

What do your customers need?

What are the qualities your customers value most about your product/service?

What are the qualities your customers like the least about your products/services?

What are the qualities your potential customers like the least about your products/services?

What is your plan and how much money are you willing to spend?

What marketing methods have you previously used to communicate to your customers?

What method was most effective?

What other possible methods can you think of for future marketing of the program?

How much money can you allocate to your marketing campaign?

What types of marketing tools can you implement within your budget – newspaper, magazine, journals, radio, television, direct mail, newsletters or press releases?

What methods are you using to test your marketing ideas?

What methods are you using to measuring the results of your marketing campaign?

What marketing tool can you implement immediately?

What are your marketing objectives?

What are you trying to convey to the customer?

Are you trying to create awareness of your product/service?

Do you want to increase sales and create a profit?

Are a la carte items available as a reimbursable meal so free and reduced priced students have access?

What are you planning to offer to meet those needs of your target audience?