

- **Objectives** (appears first, best if completed last)
Focus on Who is the target market, What service or product you offer, When is the best timing, Where to focus, and How to implement the plan.
- **SWOT Analysis**
Discuss, review and analyze your internal Strengths and advantages, internal Weaknesses or struggles, external Opportunities not met by competition, and external Threats by market trends or competition. This is done best in a brainstorming session.
- **Porter's 5 Forces Analysis**
Review Michaels Porter's "5 Forces": Barriers to Enter Marketplace, Existing & Emerging Competition, Substitutions of other products or services, Bargaining Power of Buyers, and Bargaining power of Suppliers.
- **Target Market**
What are the Target Demographics, Trends of Industry, and Target Market needs.
- **Strategies**
How will you reach your target market, in regards to: Positioning, Pricing, Promotion, and Distribution relative to the competition and demand.
- **Projections**
Projections should include: Pro-forma profit and loss, Expected outcomes and Potential for loss.
- **Measurements**
Determine measure of success with intermediate and long term goals and also Determine system of measure to monitor and adjust execution.