Market Summary

- Market: past, present, & future
  - Review changes in market share, leadership, players, market shifts, costs, pricing, competition
Product Definition

• Describe product/service being marketed
Competition

• The competitive landscape
  – Provide an overview of product competitors, their strengths and weaknesses
  – Position each competitor’s product against new product
Positioning

• Positioning of product or service
  – Statement that distinctly defines the product in its market and against its competition over time

• Consumer promise
  – Statement summarizing the benefit of the product or service to the consumer
Communication Strategies

- Messaging by audience
- Target consumer demographics
Packaging & Fulfillment

• Product packaging
  – Discuss form-factor, pricing, look, strategy
  – Discuss fulfillment issues for items not shipped directly with product

• COGs
  – Summarize Cost of Goods and high-level Bill of Materials
Launch Strategies

- Launch plan
  - If product is being announced
- Promotion budget
  - Supply back-up material with detailed budget information for review
Public Relations

- Strategy & execution
  - PR strategies
  - PR plan highlights
  - Have back-up PR plan, including editorial calendars, speaking engagements, conference schedules, etc.
Advertising

• Strategy & execution
  – Overview of strategy
  – Overview of media & timing
  – Overview of ad spending
Other Promotion

- Direct marketing
  - Overview of strategy, vehicles & timing
  - Overview of response targets, goals & budget
- Third-party marketing
  - Co-marketing arrangements with other companies
- Marketing programs
  - Other promotional programs
Pricing

• Pricing
  – Summarize specific pricing or pricing strategies
  – Compare to similar products

• Policies
  – Summarize policy relevant to understanding key pricing issues
Distribution

- Distribution strategy
- Channels of distribution
  - Summarize channels of distribution
- Distribution by channel
  - Show plan of what percent share of distribution will be contributed by each channel -- a pie chart might be helpful
Vertical Markets/Segments

- Vertical market opportunities
  - Discuss specific market segment opportunities
  - Address distribution strategies for those markets or segments
  - Address use of third-party partner role in distribution to vertical markets
International

- International distribution
  - Address distribution strategies
  - Discuss issues specific to international distribution

- International pricing strategy

- Localization issues
  - Highlight requirements for local product variations
Success Metrics

• First year goals
• Additional year goals
• Measures of success/failure
• Requirements for success
Schedule

- 18-month schedule highlights
- Timing
  - Isolate timing dependencies critical to success