

Module 3 Section for Completion

A) Market share

1. Estimate the market share that you think you can capture in the upcoming year, as well as for five years into the future, for your particular market.

Upcoming year _____ %
 Year 2 _____ %
 Year 3 _____ %
 Year 4 _____ %
 Year 5 _____ %

2. Now, multiply these by the market size estimations for the next five years from Module 2 to generate a five-year sales forecast.

	Market size	x	Market share	=	Estimated Sales
Upcoming year	\$ _____		_____ %		\$ _____
Year 2	\$ _____		_____ %		\$ _____
Year 3	\$ _____		_____ %		\$ _____
Year 4	\$ _____		_____ %		\$ _____
Year 5	\$ _____		_____ %		\$ _____

B) Segments

1. Define 3 or 4 market segments for your product/service. List important demographic, psychographic, and behavioral characteristics for each, and how this relates to what your business is providing. Name each segment.

Segment 1:	
Segment 2:	
Segment 3:	
Segment 4:	

2. From the above segments, determine what your target market will be. This will be the segment that you design your marketing plan for.

Target market segment(s): _____

Why:

C) Product

1. List the features of your product/service in detail:

2. List the different products/services in your line, or that you might introduce into your line in the future, and describe them.

3. Describe the packaging for your product

4. Describe any warranties or guarantees for your product/service

D) Price

1. Decide what the pricing strategy for your product/service is, and set the price ranges for all of your offerings. Talk about initial pricing, pricing for different customers (wholesale vs. retail), margins, competitive pricing, etc., to justify the reasons for your prices.

Pricing strategy: _____

Price ranges:

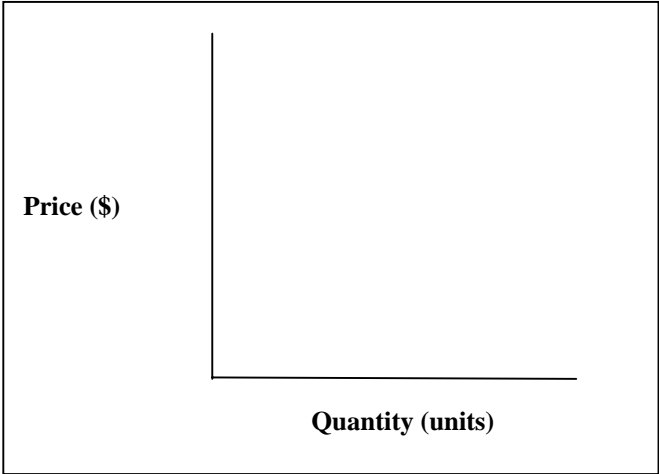
Product _____

Wholesale price range \$ _____ \$ _____ \$ _____

Retail price range \$ _____ \$ _____ \$ _____

Explanation: _____

2. Make a graph showing how you think changing the prices for your product/service will affect the number of sales you make, in percentage. For example, if your product was priced at \$10, and you increased it 10% to \$11, show how much your sales would increase/decrease as a result, and explain why you think this. Do this for a number of different price changes, to create the demand line for your product:



E) Promotion

1. List ways that you can/will advertise and promote your business and its product/service(s).

2. List 10 ways to promote your product for free/cheap, for example, free media publicity, WOM marketing, helping out in an event, etc.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

3. Include your guerrilla marketing campaign from the interactive task here.

F) Place

1. List all of the indirect/direct sales channels that you will use to sell your product/service, and the considerations for each.

Sales Channel:	Considerations:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____