



Planning a new venture – Planning the marketing

Marketing objectives

What are you aiming to do in marketing terms?

Specify marketing objectives for your enterprise. These should clarify the relationship you wish to achieve between your product or service, and the target market

MARKETING OBJECTIVES
<i>Enter your detailed plans here (For section II.i of the business plan, Chapter 6, page 191-194)</i>
General objectives (nature of value to be created in the business opportunity):
Specific objectives (where and how value is created):
Action plan and timetable of key activities:
<i>Enter your detailed plans here (For section III.ii of the business plan)</i>
Specific aims for product or service in the marketplace: