



## Planning a new venture – Planning the marketing

### Marketing objectives

Outline the marketing methods you will use to achieve your marketing objectives using the 4 Is.

### MARKETING STRATEGIES

*Enter your detailed plans here (For section III.ii of the business plan,  
Chapter 6, page 191-194)*

**Innovation –**

**Features and benefits**

**Product mix**

**Product development**

**E-commerce**

**Incentives –**

**Basis of pricing**

**Margins**

**Discount policy**

**Promotion –**

**Word of mouth and other methods to be used**

**Consistency of image**

**Web details and use of the Internet**

**Distribution –**

**Channels used**

**Direct or intermediaries**

**Research –**

**Confirmation of demand**

**Future research planned**

**Notes:**