## INTEGRATED GROWTH STRATEGIES

Sample Work Product

## Market Development Plan And SWOT Analysis

By

Theodore Sprink, April 2013

For

## INTEGRATED GROWTH STRATEGIES

Sample Work Product

Author can be contacted at theodore.sprink@tsprink.com

## TABLE OF CONTENTS

1.	Executive Summary		Page 3
2.	<u>Overview</u>		
	A.	Company Background and Program Development	Page 5
	B.	Company Defined	Page 6
	C.	Goals and Objectives	Page 7
3.	. <u>Situation Analysis</u>		
	A.	Purpose and Findings	Page 8
		Proposed Concept Development	Page 9
	C. D.	Technology Proposal Summary Proposed Functional Solutions	Page 10 Page 11
4.	The Market For Proposed Functional Solutions		1.04 ==
			D 40
		Competitor Analysis	Page 13
		Targeted Segments Customer Profile	Page 14
		Collaborators	Page 15 Page 16
		SWOT Analysis	Page 17
5.	Marketing Strategy		
	A.	Distribution Channels	Page 23
		Promotion	Page 25
		Pricing	Page 27
		Communication Plan	Page 28
6.	<u>Implementation</u>		
	A.	Sales Planning	Page 31
	В.	Program Launch	Page 33
	C.	Branding	Page 34
	D.	Conclusion	Page 38
7.	<u>Projections</u>		
	A.	Six Month Program Development Schedule	Page 40
		Twelve Month Conference and Roadshow Schedule & Budget	Page 42
	C.	Twelve Month Membership and Subscription Budget	Page 43
	D.	Twelve Month General Marketing Expense Budget	Page 44
	E.	Twelve Month Consolidated Marketing Budget	Page 44
	F.	Twelve Month Revenue Source Model	Page 45
8.	<u>Appendix</u>		
	A.	Case Studies	Page 46
	B.	Pricing Model	Page 48
	C.	0 1	Page 49
		Internal Training Materials	Page 50
		External Training Materials Web Site Design Directives	Page 52
		Web Site Design Directives Public Relations Directives	Page 53 Page 60
		Sales/Promotional Collateral Materials	Page 65
		Sales Targets in 13 Segments	Page 70
		United the state of the state o	