

# Marketing Planning Process

## STEP ONE Mission

1 Mission Statement

2 Corporate Objectives

## STEP TWO Situation Analysis

3 Identify Opportunities

4 5C Analysis  
(Company, Customers, Competitors, Collaborators, Climate)

5 SWOT Analysis  
(Strengths, Weaknesses, Opportunities, Threats)

6 PEST Analysis  
(Political, Economic, Social, Technical)

## STEP THREE Marketing Strategy

7 Define Your Target Audience

8 Set Measurable Goals

9 Develop Budget

## STEP FOUR Marketing Mix

10 Product Development

11 Pricing

12 Promotion

13 Place and Distribution

## STEP FIVE Implementation and Control

14 Put Plan into Action

15 Monitor results



# Analysis For Marketing Planning

**Brendan G. Carr**



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