**Marketing Strategy Worksheet**

**Business Objectives** (1 to 3 years)

**Customer and Sales Growth Options to Meet Business Objectives**

**Marketing Objectives** (Selected options in time framed, measureable format)

**Budget**

* Gross Revenue last fiscal year:
* 10% of gross revenue:
* Highly competitive marketplace: +
* Expanding into new locations: +
* New products/services: +
* Brand enhancement: +
* Other factors: +

Total Marketing Budget: $

**Marketing Parameters**

**Marketing Strategies**

Target Market Segment 1:

Characteristics:

Strategies:

Target Market Segment 2:

Characteristics:

Strategies:

Target Market Segment 3:

Characteristics:

Strategies: