

The World's Shortest Marketing Plan by Kelly Odell

	What	Why	When	How	How much	Who
Product -(Incl. Aftersales & service)	What products do you need?	What need does it fill?	When do you need it?	How will the product fill the need?	Product cost, Volume to be sold etc?	Customer segments to be targeted?
Price -	What price will you sell for?	Why is that the right price?	How long will that price be valid?	How will the price develop over time?	How much sales and margin will be created?	Different prices for different segments?
Place -	How will products be distributed?	Why choose these channels?	When do customers choose different channels?	How will we create or enter these channels?	What are the cost/benefits of these channels?	How do different segments use different channels?
Promotion -	What types of promotion be used?	Why choose these activities?	Timing: Launch, lifecycle etc.?	How will the promotions be executed?	Costs/ benefits of the promotions	Target groups for various promotions?

(Think in terms of interaction of Customer and Product lifecycle as well as competitive reactions!)

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