

[NAME OF COMPANY]

MARKETING PLAN

[date plan issued]

Contact: [name], CEO [or President]
[address]
[phone no. & fax no.]
[email]
[web site]

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [NAME OF COMPANY] in this marketing plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF COMPANY].

It is hereby acknowledged by the undersigned that the information to be furnished in this marketing plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF COMPANY].

Upon request, this document is to be immediately returned to [NAME OF COMPANY].

Signature

Print Name

Date

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I. Executive Summary

[NAME OF COMPANY] (the "Company") is a [describe, e.g. "a corporation incorporated under the laws of the State/Province of _____" or whatever description accurately describes the business] which has operated a bed and breakfast ("B&B") in the _____ area for the past ____ years, under the name "_____".

The Company plans to (open a new B&B / acquire an existing B&B) [to be] located at _____ [insert street address]. The B&B will accommodate ____ guests.

The Company's mission is to become the best choice for temporary accommodation in the _____ area by providing excellent, well-appointed rooms and top-level service, and capitalizing on the unique character of _____ and its surrounding area. As the B&B becomes established through the peak season, we plan to expand our services and offer the same standard of excellence to local businesses and residents through bookings of our dining room and other facilities, and through provision of catering services.

Through local, regional and national marketing, and through the international exposure afforded the Company by our web site, it is our goal to help increase tourism to the area, thus benefiting other local businesses and the community as a whole.

II. Situation Analysis

The Company has an established reputation in the area, due to ____ years of operating B&B's in the City/Town of _____. However, the Company is purchasing the B&B from its current owners and will be faced with the task of rebuilding and restoring the reputation of the B&B after several years of questionable management.

2.1 Market Summary

The Company has performed in-depth market research and has a great deal of knowledge and information about the common attributes of our most prized and loyal customers. We will leverage this information to better understand our customer base, their specific needs and how we can serve them better.

MARKET ANALYSIS Potential Customers	Growth %	(year)	(year)	(year)
On-season visitors				
Off-season visitors				
Weekend getaway				
Local customers				
Other				
Total Current Assets				

2.2 Target Market Demographics

The Company's target market includes the following geographic, demographic and behavior factors:

Geographics:

- Tourists from within _____ [country];
- Tourists from outside _____ [country];
- Local businesses and residents of the City/Town of _____, which has a population of _____.

Demographics:

- Male and female, ages _____.
- Have attended college and/or graduate school.
- Income over \$_____.