

**[NAME OF COMPANY]**

## **MARKETING PLAN**

**[date plan issued]**

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[web site]**

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

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Signature

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Print Name

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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				
<b>Total Current Assets</b>				

### 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 \$\_\_\_\_\_.

- (No) school-age children.

*Behavior Factors:*

- Enjoy traveling, seeing new places, experiencing new things, meeting new people and renewing old friendships.
- Tend to stay at B&B's instead of hotels/motels.
- Enjoy dining out 1-2 times a week.

### 2.3 Market Needs

The B&B provides its customers with excellent, well-appointed rooms and top-level service in a beautiful, relaxing setting. The Company seeks to fulfill the following needs of its customers:

- *Room Choices.* [describe the B&B's room selections and appointments]
- *Accessibility to Shopping and Attractions.* [describe]
- *Other Amenities.* [describe parking facilities, lounges, tennis courts, pool, sauna, spa, any other facilities available to all guests]
- *Customer Service.* We provide our guests with the best in personal and attentive service, without becoming intrusive and while allowing our guests to maintain the level of privacy they desire while on vacation.
- *Competitive Rates.* Our rates will be priced competitively in comparison with other B&B's of similar quality in the area.

### 2.4 Market Analysis & Forecast

*[some market research will be necessary to complete this section, to gather relevant information regarding industry figures, trends, growth, both generally and in the specific geographic area]* The B&B industry has seen in an increase in occupancy from a number of sources - regional travelers; national and international tourists; local residents looking for brief getaways, such as a romantic weekend away from home. Industry research indicates a conservative estimate for increased unit rental is \_\_\_\_% per year. This is based on the overall average increase in tourism, without taking into account any significant increase in marketing or exposure. Competitors in the area have averaged an increase of \_\_\_\_% for each of the past \_\_\_ years, with many of them reaching full capacity during peak season.

THIS IS AN 11-PAGE TEMPLATE.