



Union Area  
Chamber of Commerce  
Marketing Plan Outline

*“PLANNING IS EVERYTHING”*

The essential element of a marketing plan is that it offers a definite course of action and a method for execution. A good plan does the following:

1. Provides for accomplishing the business mission	<ul style="list-style-type: none"> <li>• Does it accomplish the objective of the planning?</li> </ul>
2. Is based on facts and valid assumptions	<ul style="list-style-type: none"> <li>• Has all pertinent data been considered?</li> <li>• Is the data accurate?</li> <li>• Have assumptions been reduced to a minimum?</li> </ul>
3. Provides for the use of existing resources	<ul style="list-style-type: none"> <li>• Is the plan workable?</li> <li>• Are there any resources that are not being fully utilized?</li> <li>• Are there any resources available from higher headquarters that should be used?</li> </ul>
4. Provides the necessary organization	<ul style="list-style-type: none"> <li>• Does the plan clearly establish relationships and fix responsibilities?</li> </ul>
5. Provides continuity	<ul style="list-style-type: none"> <li>• Does the plan provide the organization, personnel, material and arrangements for the full period of the contemplated operation?</li> </ul>
6. Provides decentralization	<ul style="list-style-type: none"> <li>• Does the plan delegate authority to the maximum extent consistent with the necessary control?</li> </ul>
7. Provides direct contact	<ul style="list-style-type: none"> <li>• Does the plan permit coordination by direct contact between coequals and counterparts on all levels?</li> </ul>
8. Is simple	<ul style="list-style-type: none"> <li>• Have all elements been eliminated that are not essential to successful action?</li> <li>• Have all elements been reduced to their simplest form?</li> <li>• Have possibilities for misunderstanding been eliminated?</li> </ul>
9. Is flexible	<ul style="list-style-type: none"> <li>• Does the plan leave room for adjustment to change in operating conditions?</li> <li>• Where necessary, are alternate courses of action stipulated?</li> </ul>
10. Provides control	<ul style="list-style-type: none"> <li>• Do adequate means exist, or have they been provided, to ensure that the plan is carried out in accordance with the manager's intent?</li> </ul>
11. Is coordinated	<ul style="list-style-type: none"> <li>• Is the plan fully coordinated?</li> <li>• When appropriate, has the manager been informed of non-concurrence or non-coordination?</li> </ul>