



WAUBETEK
Business Development Corporation
Investing in the Aboriginal Business Spirit
A Community Futures Development Corporation



MARKETING PLAN GUIDE

WAUBETEK BUSINESS DEVELOPMENT CORPORATION
WHITEFISH RIVER COMMUNITY CENTRE
BIRCH ISLAND, ONTARIO
P0P 1A0

Marketing Plan

“The purpose of marketing is to create customers”

Developing a marketing strategy and outlining what your plan of action will be to increase your sales is an important business activity. By completing the following guide you will provide your Business Development Officer with basic information he/she can use to assist you in obtaining a marketing contribution. If the space provided is insufficient, please attach a separate sheet. Keep in mind that the more complete the information is, the more likely it is the Officer will have what he/she needs to assess your application, in effect, speeding up the process.

Business Information:

Business Name: _____

Business Address: _____

Business Phone: _____ Business Fax: _____

Online Information: email _____ website: _____

What is your business structure? Sole proprietor Partnership Incorporation

(please attach any legal documentation that will confirm your structure)

What industry is your business in: Retail - Wholesale - Manufacturing - Tourism Services

Construction - Other _____

Business Background : (outline: years in business, sales to date, human resources, other)

Executive Summary - The executive summary is a summary of the entire plan to follow (description of the product or service, advantages of your product/service, needed investment(\$) and expected results).

Product or Service - Describe in detail your business operation outlining your products or service

Present Market - This section of the marketing plan will describe exactly who the customers are for the product or service. Target markets are normally defined in the following terms: Demographic (age income education), Geographic (location), Lifestyles (activities, interests).

Total Marketing Budget

\$ _____

Timeline for Marketing Project: Describe by month when each proposed activities will be undertaken.

Financial Information: provide recent financial statements for your business and outline the benefits of this marketing strategy on your revenue.

Revenue last year \$ _____ Expected revenue after marketing strategy \$ _____

Note: This marketing guide is for Aboriginal Business Canada contributions of between \$500 and \$5,000. Those businesses requiring more funds may need to provide more information, please talk to your Business Development Officer.