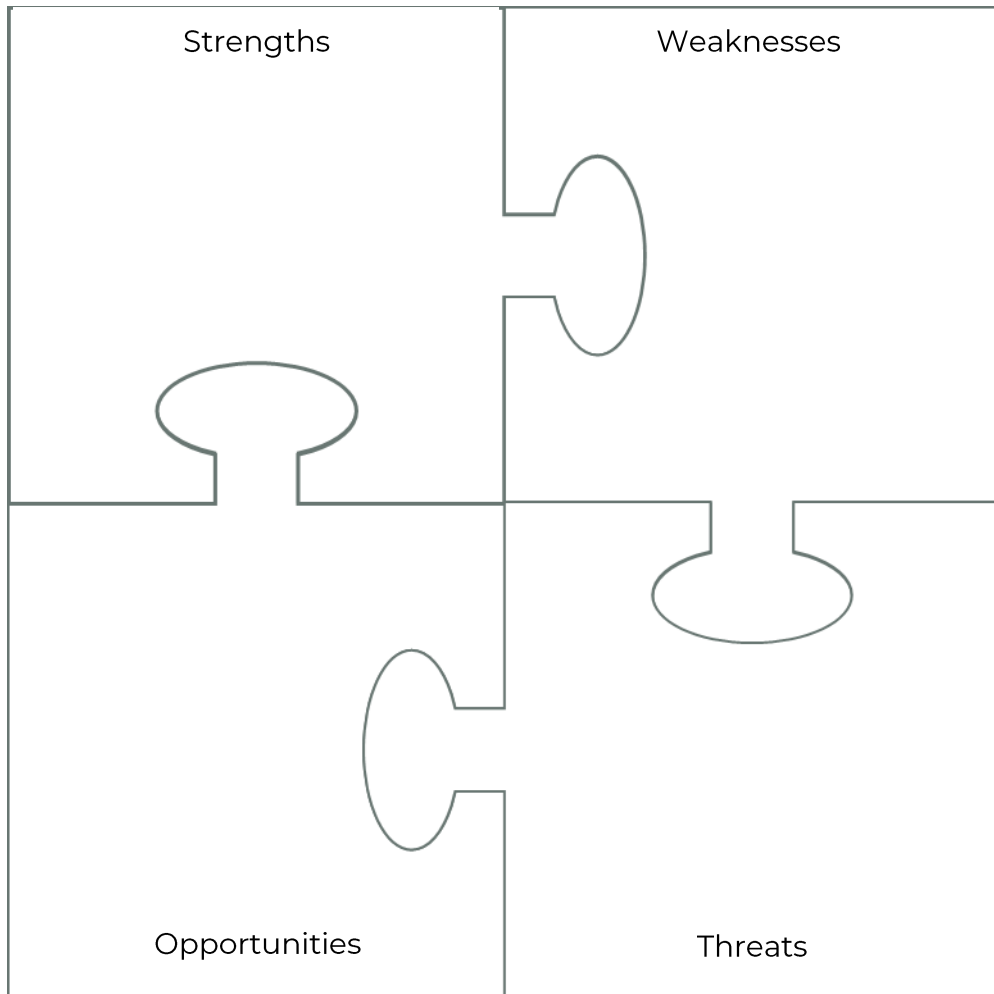


Marketing Plan Worksheet

Mission/Vision Statements:

Situation Analysis:



Segmentation Analysis:



*Kirsten M.
King*

Target Selection:

Strategic Marketing Plan:



Marketing Mix Strategy:

Marketing Objectives & Strategy Options:

