



Market Strategy on a page

Goals:

1. _____
2. _____
3. _____

Target Market

Demographics	Psychographics	Description

SWOT

Strengths	Weaknesses	Opportunities	Threats

Brand position

Personality	Values of user	Emotional rewards	Functional benefits	Attributes

Brand essence:

Marketing strategies and budget

Strategy 1 and budget	Strategy 2 and budget	Strategy 3 and budget

Total budget:
