

<b>CATEGORY</b>	<b>DESCRIPTION</b>			
<b>BUSINESS SUMMARY</b>				
<b>BUSINESS OBJECTIVES</b>				
<b>THE PROBLEM</b>				
<b>OUR SOLUTION</b>				
<b>COMPETITIVE ADVANTAGE</b>				
<b>TARGET MARKET</b>				
<b>MARKETING STRATEGY &amp; OBJECTIVES</b>				
<b>FINANCIAL REQUIREMENTS</b>				
<b>ACTION PLAN</b>				
<b>CATEGORY</b>	<b>ACTION</b>	<b>OWNER</b>	<b>DATE</b>	<b>COST</b>
<b>PRODUCT</b>				
<b>PRICE</b>				
<b>PLACE</b>				
<b>PROMOTION</b>				
<b>MARKETING CHANNELS</b>				
<b>PERFORMANCE STANDARDS</b>				
<b>RESULTS MEASUREMENT METHODS</b>				
<b>OTHER</b>				
<b>OTHER</b>				
<b>OTHER</b>				
<b>REVIEW</b>				