

Writing a Business Plan - One Step at a Time

A step-by-step system for new entrepreneurs.



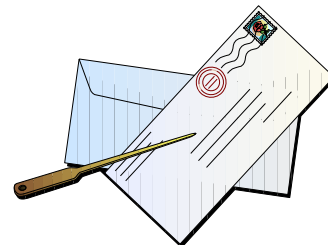
Booklet 9 - Advertising and Promotion Plan

This worksheet, along with the information you collected in your market research booklet, will complete your written description for marketing.

Use the following chart to list the types of advertising and promotion planned. Describe the cost and reasons for choosing each method. At the bottom of the page, total the projected cost for the first year and divide that by your projected sales to arrive at a percentage of sales for advertising and promotion.

Worksheets

9-1 Advertising and Promotion Plan



9-1 John's Advertising & Promotion Plan

What?	Why?	Yearly Cost
Newspaper Business Pkg. #4	- Weekly business card ad and 2 3" x 3" ads per month. - Reaches all local customers plus fringe areas of about 50 miles. - Regular business card ad promotes customer awareness, consistency and credibility in the community. - 3" ads promotes special services and reminds customers of the variety of services offered.	\$840
Flyers / Mailouts	- Seems to be effective for other businesses that I have talked to. - Will remind potential customers that the business is here and that it is time to do their winter tune-up.	\$112 \$60 \$172
Sponsorship	- Difficult not to participate in local events when approached by customers. \$10 per month	\$120
Donation/Tickets	- Past experience proves this is a necessary part of doing business. \$10 per month	\$120
Business Cards	- A good way to be easily accessible to your present and potential customers.	\$37
Outdoor Signs	- Need to identify my location. A reasonably good sign will improve the image and present a good first impression.	\$283 (Only Year 1)
Yellow Pages	- Easily accessible to present and potential customers. - Covers immediate and fringe area.	\$63
Giveaways/meals	- Allowance built in for inevitable business giveaways. \$10 per month	\$240
Other	- An allowance for other community relation or promotions costs that may arise.	\$120
Total		\$1995

Yearly Cost

Total Yearly Cost	\$1995		=	<u> .03 </u>	X 100	=	Advert/Promotion budget is <u>3</u> % of Projected Sales.
Total Projected Sales	\$62,236						

9-1 Advertising & Promotion Plan



Glossary

accessible - able to be reached easily

community relations - your image and dealings in the community

consistency - remaining the same, unchanging

credibility - how much you can be believed

customer awareness - letting your customers know about you or your business

inevitable - bound to happen