

# MARKETING PLAN

**(business name)**

*Prepared by*

*(name)*

*(date)*









TASK	DATE REQ'D	COST	EXPECTED RESULT
<b>TOTAL COST</b>			

**1.7 S.W.O.T. Analysis**

- A grid identifying your Strengths, Weaknesses, Opportunities and Threats.
- Include a discussion of how you will take advantage of the strengths and opportunities and what action you will take to counter the weaknesses and threats.

<i>Strengths</i>	<i>Weaknesses</i>
<i>Opportunities</i>	<i>Threats</i>



