

MARKETING PLAN OUTLINE



The Better Heart Program

MMI International Inc.

2155, rue Guy
Bureau 300
Montréal, Québec
Canada H3H 2R9

1 – 514 – 934 – 1934 ext. 71367

The McGill University Health Center

687 Pine Avenue West
Room A4.01
Montreal, Quebec
Canada H3Y 3A7

1 – 514 – 934 – 1934 ext.36511

The Bahamas Heart Center

The Centreville Medical Pavilion
72 Collins Avenue
Nassau, The Bahamas

1 – 514 – 356 – 6666

1.0

Executive Summary

(3-4 pages)

1.1 Introduction

- Company Overview
- Company Name
- Legal Form of Business
- The Industry
- Current Status
- Company Direction
- Vision
- Mission
- Expectations Over Time
- Goals and Objectives

1.2 Product and Service Concept

- Purpose of the Product or Service
- What Need do They Fill
- Technological Advantages or Issues
- Delivery Issues

1.3 Target Market(s)

- Market Definition and Segments
- Size of Market
- Market Characteristics and Purchase Motivation
- Brief Competitive Analysis
- Main Risks and Solutions
- Synopsis of the Primary Business Opportunity

1.4 Competitive Position

- Status of Market
- Currently Without Recourse
- Under served
- Dissatisfied with Alternative Offerings

1.5 Goals and Objectives

- Goal = level of achievement to attain and Reach Mission
- Objectives = measurable actions taken to achieve goals

1.6 Marketing Team

1.7 Summary of Marketing Budget and Financial Projections

2.0 Market and Competitive Analysis (6-7 pages)

2.1 Market Overview

- Analysis of Current Market
- Current Sales Methods
- New Participants
- Success of New Participants
- Sales and Market Share
- Products Offered
- Pricing
- Product/Service Positioning

2.2 Competitors Strengths and Weaknesses

2.3 Strengths and Weaknesses

2.4 Conclusion

3.0 Marketing Strategies (6-8 pages)

3.1 Target Market(s)

- Industry
- Market(s)
- Strategic Thinking

3.2 Product/Service Positioning

- Industry
- Product Features. Unique Benefits
- Research

3.3 Pricing Strategy

- Product/Service Line(s)
- Pricing Schedule
- Average Gross Margin
- Research

3.4 Sales Strategy

- Sales Force Components/Partners
- Sales Support

3.5 Customer Service Strategy

- Patient Support
- Aftercare Programs

3.6 Market Research Strategy

- To Determine Products and Follow-ons
- To Determine Cost Parameters
- To Evaluate Positioning, Packaging and Marketing Communications
- To Reduce Risk of New or Upgraded Competition
- New and Future Technologies

3.7 Market Development Strategy

- Initial Marketplace
- New Markets and Rollout Schedule

4.0

Marketing Communications Plan

(9-10 pages)

4.1 Introduction

- The Strategy
- Building the Brand

4.2 Paid Advertising

- The Keystone
- Cost-effective Reach
- The Mission of Media Advertising
- Message Guidelines
- Creative Guidelines
- Media Guidelines
- Media List
- Monitor Performance and Results

4.3 “Free” Advertising

- Editorials
- Press Releases
- Bulletins
- Newsletter
- Product Launches
- Seminars
- Awards
- Corporate Brochure
- Promotional Literature
- Public Relations Campaign – External and Internal
- Monitor Performance/Results

4.4 Direct Mail

- Role
- Brochure
- Letter
- Request Information Form
- Production
- Delivery
- Monitor Performance/Results

4.5 Telemarketing

- Follow-up on Direct Mail
- Follow-up on Internet Inquiries
- Who, How and When
- Monitor Performance/Results

4.6 Sales Promotions

- Trade Show Partnerships
- Consumer Promotions
- Special Offers
- Bonus Awards
- Monitor Performance/Results

4.7 Events Marketing (Sponsorships)

- Events Interfacing With Targeted Market
- Criteria
- Examples
- Monitor Performance/Results

4.8 Trade Shows/Consumer Expositions

- Role
- Dates
- Steps to Maximize Effectiveness
- Monitor Performance/Results

4.9 Collateral Materials

- Corporate Brochure
- Information Packages
- Price List, Stay Times, Add-ons
- Audio/Visual/Multimedia Shows
- Budget Guidelines
- Monitor Performance/Results

4.10 Quarterly Calendar

- Monitor Performance
- Measurement Against Specific Goals
- Adjustments and Refinements to The Marketing Communications Plan

5.0 Appendix A (3 pages)

5.1 Management Team

- Launch Task Force

6.0 Appendix B (1 page)

6.1 Marketing Budget and Financial Projections

Total 28 – 33 pages