



## SECTION 12: MARKETING

### **Marketing Plan**

(Session 12): Describe your overall marketing and sales strategy including how you plan to get and retain customers.

### **Advertising and Promotion Plans**

(Session 12): Describe your plans and budgets for advertising and promotions.

### **Purchasing and Inventory Control**

(Session 12): See “how to buy” checklist.

### **Training Policies**

(Session 12): Describe your plans for hiring and training your sales associates.

### **The Competition**

(Session 12): Describe your strongest competitors and how you intend to compete.

### **How I Plan to Take Advantage of Competitors Weak Points**

(Session 12): List your competitor's shortcomings and how you can capitalize on them.