



Step 8: Marketing Plan



Small Business



Government of Western Australia
Department of **Communities**

These resources have been developed with support from the Small Business Development Corporation. This project is an NDIS Information, Linkages and Capacity Building (ILC) initiative.

How to use this document



WA's Individualised Services (WAiS) wrote this information. When you see the words 'we' or 'us', it means WAiS.



We have written this information in an easy to read way.

We use pictures to explain some ideas.



There are words you need to know and understand when you start a business.

Some words are written in **bold**.

We explain what these words mean.

There is a list of these words on page 13.



You can ask for help to read this information.

A friend, family member or support person may

be able to help you.

Goals



This plan is to help you think about what you need to do to sell more products or services. This is marketing.

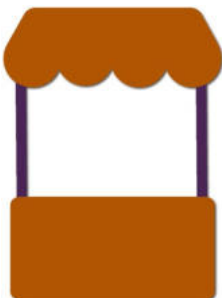
My business name is:

My Business

Examples of what can help my business sell more products or services are:



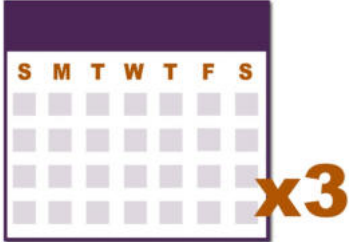
- Have more people following on Facebook and Instagram.



- Make my product easier to buy. Sell my product at more places.



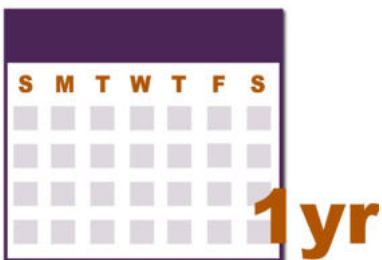
I want to complete these marketing goals,
in 3 months:



in 6 months:



in 1 year:



Products and Services



The products or services I sell are:



Customers

(People who buy my products or services)

My customers live (local, national or international):



The age range of my customers is:



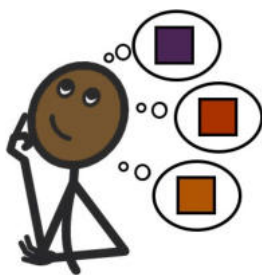


My customers hobbies and interests are:

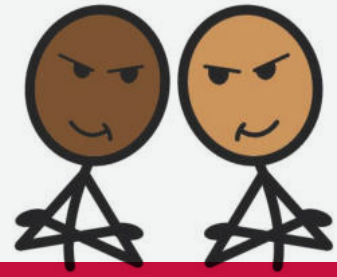
The things that are important to my customers are:



Customers will choose my product or service because:



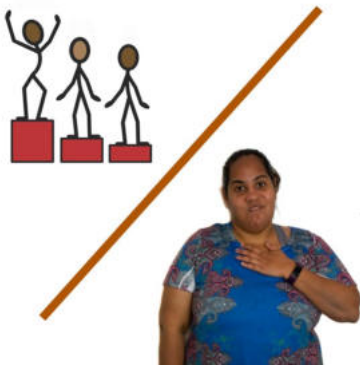
Competition



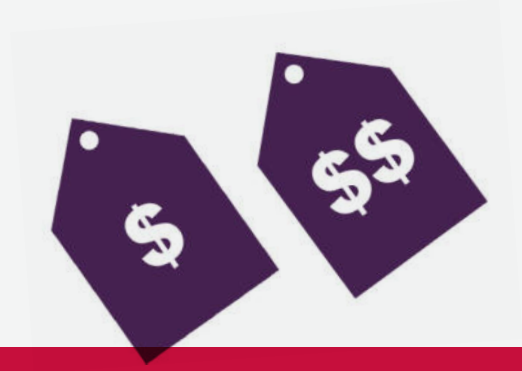
People who sell products or services like mine are my competitors. My competitors are:



What I sell is different because:



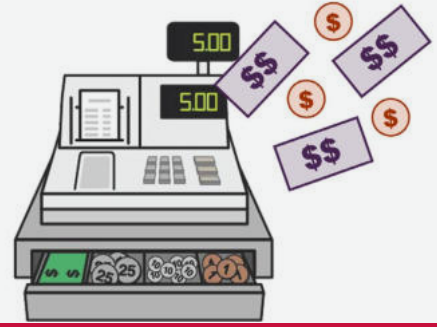
Price



My price will be:

 Product	 Cost to make each product (\$)	 Price people will pay (\$)	 Profit (\$)

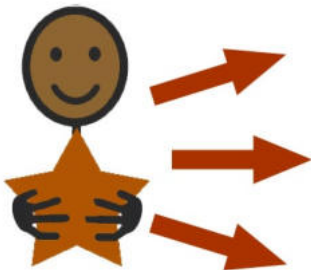
Sales



The places I will sell my product or service are:



I will get my product or service to people by:



I will get feedback from my customers by:



Promote



Some ways to let people know about my business are:



- **Advertising**

For example, letter drops, posters, flyers, business cards



- **Contacting people**

For example, mail, phone calls, email, events, meetings.



- **Online**

For example, on a website, Facebook or Instagram.






I will promote my product or service by:



Budget



The costs for marketing my business are:

Method	Cost
 <p>Online (website, Facebook, Instagram)</p>	\$
 <p>Printed (flyers, posters)</p>	\$
 <p>Contacting people (phone calls, mail, events, meetings)</p>	\$
 <p>Advertising (newspaper, radio)</p>	\$
 <p>Total</p>	\$

Word List



Profit

The amount left when you take the cost of making the product or service from the sales.

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