**Vice President of Marketing**

**Assignments Relating to the Development of the Business Plan**

You will be working on the business plan for the next 5 weeks or 25 days. You are responsible for the overall outcome of the marketing section of the plan.

For the first 10 days you should work on the following parts of the business plan with the Chief Financial Officer, Administrative Assistant and the Chief Financial Officer. Use the following link to obtain needed information for the preparation of the plan.

[Material needed for the business plan](http://janetbelch.com/BusinessPlan/BusinessPlanRevised.html)

**First 12 days: Introduction and Management**

* Create a cover page
* Table of Contents
* Reasons for putting the plan together
* Executive summary
* Mission statement
* Business objective
* Company description
* Staffing
* Operating procedures
* Planning: Goals and Strategy
* Organizing
* Directing
* Controlling

**Next 9 days: Marketing VP is responsible for this next section**

* Market analysis
* Product and or Service provided
* Placement
* Price
* Target market
* Market segmentation
* Break Even analysis

**Next 11 Days: Work on the Sales Catalog with your department and if you are competing in the Marketing Plan competition, click on Marketing Plan Competition link.**

[Sales Catalog Lesson](http://janetbelch.com/Sales%20Catalog.html)

[Marketing Plan Competition](http://janetbelch.com/marketing/VEMP.html)

* Overall Design
* Overall cover deign
* Product Identification
* Write product descriptions
* Develop order form
* Print catalog
* Proofread sales catalog
* Collate pages

**Next 4 days: CEO, CFO, VP of Marketing, VP of Technology and Administrative Assistant are responsible for:**

[Business Plan Presentation material](http://janetbelch.com/Bpp/HTML5%20Business%20Plan%20Presentation.html)

* Presentation of business plan
* Appendix