*Marketing Dynamics* Unit 1

# Activity 1-1 Research Company

## Directions

Research and select a company for which, as a marketing manager, you will write a marketing plan.

## Activity

1. You will be creating a marketing plan for a company that you select. Your instructor may assign a company for you to use. If not, go to www.bplans.com. Select the option that says Sample Business Plans and select a business plan that interests you.

*Note: Do not rush through this process. You will be using this business plan throughout this entire course. Select a company that you will be comfortable researching and using to write a complete marketing plan. Review the plan carefully and select one that represents a business that has been established for at least 12–24 months, rather than a fictional or proposed start-up business.*

Name of company: <<Place Answer Here>>

Product/Service: <<Place Answer Here>>

URL of business plan for selected company: <<Place Answer Here>>

1. Review the business plan for your company. If it is available in the business plan, find and summarize, but do not rewrite, the following information for your business:

Company Goals: <<Place Answer Here>>

Vision Statement: <<Place Answer Here>>

Mission Statement: <<Place Answer Here>>

Business Overview: <<Place Answer Here>>

Product Descriptions: <<Place Answer Here>>

1. Summarize the information that describes the customers of the business.

<<Place Answer Here>>

1. Print the business plan and put in a place that is convenient to find. This will be used as a reference for writing your marketing plan. You may also want to save the electronic version for reference.
2. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity1-1.docx (i.e., JohnSmith\_UnitActivity1-1.docx).