

# Biz Guru

## Marketing Plan Services



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## Marketing Plan Services

Marketing your business is the single most difficult task for a business and one that can be a make or break situation. There is absolutely no use having the best services and goods available if no one knows that they are there! Our services are aimed at companies who wish to expand their services, products and profitability or entrepreneurs who are starting a new company or have acquired a struggling company that they wish to turnaround, our

**Business Marketing Plan Service** consists of:

- A review of your business strategy and aims for the next 3 years.
- The goods and services that you will sell during this period.
- Advice on branding your company so as to provide a consistent view of your business by the public.
- Where you consider your core market to be - that is where you intend to sell your company goods and services and to whom.
- Who you consider to be your main competitors to be and what impact they may have on your own company.
- How you wish to differentiate your business from other competitors.
- What your future communication strategy will be.
- General advice on factors to consider with the expansion of your company.

We will then, after a period of research, on your market, competitors and potential market opportunities, prepare your Marketing Plan. During this period, we will correspond with you by email to ensure that we have any pertinent details we may require.

Your **Business Marketing Plan** will be unique to your company and constructive in your future marketing. It will consist of:

- Your company details.
- Analysis of your market and potential markets.
- Review of your company strengths and weaknesses and the opportunities and threats it faces.
- An appropriate business and marketing strategy.
- Effective marketing objectives and activities.
- Your marketing budget and sales forecast.
- How you can implement your marketing, manage it and ensure that it is being effective during market and economic changes.

Type of Marketing Plan	Cost
<b>Small Biz Marketing Plan:</b> for businesses with less than 5 employees and a turnover of less than \$250k	\$999
<b>Established Biz Marketing Plan:</b> for businesses with more than 5 employees and a turnover of more than \$250K	\$1,299

### To Get Started:

1. Biz Guru will answer any queries you may have about our services.
2. After your initial deposit of 50%, your first detailed interview with Biz Guru will be scheduled and we will send you details of what we wish to discuss in the interview in order to get your business plan under way.
3. During the interview (approximately one hour) Biz Guru will work with you to help you establish the aims and objectives of your business as well as what products and services you wish to sell.

4. After a short period of research and development, Biz Guru will prepare your Business Marketing Plan. Biz Guru will correspond with you via e-mail or telephone throughout the process to ensure we have complete information and details.
5. We will present you with your Business Marketing Plan in PDF format and it remains our property until final payment is made.
6. Final payment is due upon completion of your Business Marketing Plan and presentation to you.
7. On receipt of payment we will send you your final Business Marketing Plan in Word format and PDF format for your use and distribution.

Payment may be made via this secure link: <http://www.marketingguerrillas.com/pay-now/>  
We use the internationally renowned PayPal.com to securely process your payments. You can use most Visa and MasterCard credit cards and some debit cards. You may pay in many different currencies. The payments are processed by our UK company Biz Guru Ltd.

Please feel free to contact us any time. We can be reached by e-mail at

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