**The Marketing Plan - Worksheet Checklist**

The following worksheets have been given for completion during the Marketing section of your Venture Plan. As you complete each sheet, please check it off and include it in your folder.

Venture Description Sheet ………………………………………………………………………….

Logo Design ………………………………………………………………………………………………..

Business Mission Template …………………………………………………………………………

Customer Profile Report ……………………………………………………………………………..

Comparing Customer Profiles to Demographic Information ………………………..

Creating a Survey Outline …………………………………………………………………………….

Analyzing your Competition …………………………………………………………………………

Barriers to Entry …………………………………………………………………………………………..

Venture Advertising (all three advertisements) ……………………………………………

Venture Pricing Strategies …………………………………………………………………………….

Analyzing Your Survey Results …………………………………………………………………….

Once all sheets have been completed and checked over by Mr. Bourne, you are to summarize your findings in a report that will be included in your venture plan. You can use headings, some bulleted points, as well as graphs and charts. Please see some of the plans on the [www.bplans.com](http://www.bplans.com) website for ideas.