

Worksheet Set 7 (a)

Planning reviews and revisions to your strategic marketing plan

This worksheet is provided to allow you to identify and schedule the occasions when you will review and potentially revise your developing strategic marketing plan. It also provides spaces to note any issues you might want to consider as part of this review and encourages you to specify who else might be involved.

SMP Stage	Tick if review to be undertaken at this point	Part of plan to be reviewed/revised	Note of issues to be considered	Review/revision to involve these colleagues
Setting objectives				
Internal analysis				
External analysis				
SWOT analysis				
TOWS analysis				
Strategy selection				
Selection of posture, branding and positioning				
Marketing mix plan				
Implementation plan				
Evaluation plan				