# FEDORA MARKETING PLAN

1 SUMMARY / BACKGROUND

2 SITUATION ANALYSIS

- 2.1 CUSTOMER
  - 2.1.1 TARGET AUDIENCE
    - 2.1.1.1 PRIMARY TARGET
    - 2.1.1.2 SECONDARY TARGET (AS NEEDED)
    - 2.1.1.3 OTHER TARGETS (AS NEEDED)
- 2.2 CATEGORY
  - 2.2.1 MARKET NEEDS
  - 2.2.2 MARKET ANALYSIS
  - 2.2.3 MARKET DEMOGRAPHICS
  - 2.2.4 MARKET TRENDS
  - 2.2.5 MARKET GROWTH
- 2.3 COMPETITION
  - 2.3.1 DIRECT COMPETITION
  - 2.3.2 INDIRECT COMPETITION
- 2.4 CHANNELS OF DISTRIBUTION
- 2.5 COMPANY POSITION / CAPABILITIES
  - 2.5.1 RELEVANT HISTORY
  - 2.5.2 SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS) ANALYSIS
  - 2.5.3 MARKETING ORGANIZATION

3 BRAND POSITIONING

- 3.1 MISSION
- 3.2 POINTS OF DIFFERENCE
- 3.3 POINTS OF PARITY
- 3.4 CORE BRAND ESSENCE
- 3.5 BRAND PERSONALITY

4 KEY MARKETING MESSAGES

- 4.1 MESSAGE 1
- 4.2 MESSAGE 2
- 4.3 MESSAGE 3
- 4.4 ETC.

5 STRATEGIES & TACTICS

5.1 PRODUCT
5.1.1 PRODUCT OVERVIEW
5.1.2 RELEASE INFORMATION
5.1.3 KEY CHANGES TO PRODUCT (FUNCTIONALITY, ETC.)
5.2 PRICE
5.2.1 RELEVANCE?
5.3 PLACE
5.3.1 DISTRIBUTION STRATEGIES
5.4 PROMOTION
5.4.1 STRATEGY 1
5.4.1.1 TACTIC 1
5.4.1.2 TACTIC 2
5.4.1.3 TACTIC 3
5.4.1.4 ETC.
5.4.2 STRATEGY 2
5.4.3 ETC.

6 BUDGET / FINANCIALS

7 EVALUATION

7.1 METRICS / KEYS TO SUCCESS
7.2 MARKET RESEARCH