

Marketing Plan: **Marketing Expenses Strategy Chart**

Fill in the chart below for different target markets and channels to reach those markets. Estimate the marketing expenses identified in each row. Charts should include information for one business idea only (although you may need to use more than one chart per business idea). Please note that multiple target markets might share the same channel and marketing strategy, but if you are going to use a different strategy for each, (i.e. direct sales to local retailers and customers) you'll want to include each target market in a different column.

	Target Market 1	Target Market 2	Target Market 3	Target Market 4
One-Time Expenses				
Monthly or Annual Expenses				
Labor Costs				