| Company Name | Product/Service Name | Selling Price | Target Audience | Marketing Strategy |
| --- | --- | --- | --- | --- |
| Competitor 1: |  |  |  |  |
| Competitor 2: |  |  |  |  |
| Our Business: |  |  |  |  |

| Marketing Strategy | |  | Operations Plan | |
| --- | --- | --- | --- | --- |
| **Target Audience:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Property Costs:** *Each option below includes the annual expenses for your property selection and the expenses for your equipment, utilities, and any licenses or permit expenses.* | **Annual Costs per Employee:**  **Salary:**  $50,000 per employee  **Health Insurance:**  $500 per employee |
| **Billboard**  $3,000 / month | **Digital Ad (via social media)**  $1,600 / month | **Online Only:**  $5,000 |
| **Digital Ad with Endorsement**  $10,000 | **Google Ad**  $5,000 / month | **Brick-and-Mortar:**  $75,000 |
| **Other Costs:**  **Commercial Property Insurance:**  1% of property costs per year  **Liability Insurance:**  $50 per month |
| **TV Commercial**  $10,000 / month | **YouTube Ad**  $500 / month | **Mobile (transportable):**  $50,000 |
| **Print (magazines, newspapers, etc.)** $1,000 / month | **Print (mail)**  $100 / month | **Other:**  Justify Your Expenses |

# Markup

You need to make sure your company makes money, and that happens by selling your product. How do you determine your selling price to ensure you are making money? Show your thinking.

# Profit

How will you determine if you are making a profit?