



“Making Marketing Projections In Your Turnaround Plan”

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If your business is in distress, you will need a plan to recover it. This plan is traditionally called the Turnaround Plan. Inside the Turnaround Plan is a Marketing Plan, and inside this plan is a very critical section called Marketing Objectives and Projections.

To illustrate the elements to include in the Marketing Objectives and Projections section, let us consider a fictitious company. We can call this company XYZ Company. Suppose they sell lasers used in cosmetic surgery operations.

The Marketing Objectives and Projections section of the plan should describe the current marketing activities in the distressed company and how these activities will be different after the business is transformed. This section of the plan will emphasize the key features of the new marketing efforts that will assist the overall business turnaround activities.

[Beginning of sample Marketing Plan for XYZ Company]

Marketing Objectives and Projections

Below is the projected Advertising/Marketing Budget for the first fiscal year of XYZ Company:

Revenues

Projected Revenues - \$7,100,000

Expenses

Website Construction - \$14,000

Email campaign - \$600

Local Search - \$700

Yellow Pages - \$1,200

Newspaper - \$500



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ARTICLES

Bus Benches - \$400
Menus - \$200
Trade magazines - \$2,500
Brochures - \$600
Postage - \$400
Label Software - \$120
Miscellaneous - \$500

Our plan is to market and sell to the current customer base as well as the new customer base, which is comprised of government agencies associated with the new national healthcare system.

This marketing plan will be revised after the restructuring is complete (within two or three months), and then annually. There are many unknowns with the new national healthcare program, and we anticipate that many opportunities will present themselves, possibly requiring drastic modifications to our future product and service offerings.

We believe that these core products will provide us with an increasing amount of revenues to sustain the company as these opportunities develop and XYZ Company transforms to accommodate the changing market conditions.

[End of sample Marketing Plan XYZ Company]