Description

Addresses Learning Outcomes: 3 & 5 Business is providing Military veterans mental health referrals. Focusing on those whom served in Iraqi and Afginstain . Give percentages of disabled veterans living in Kitsap county Washington, and break it down to disabled veterans living in Silverdale, washington IMPORTANT NOTES: Apply what you learned in your MBA program, specifically classes MKTU 605, ACCU 602 and BUSU 620 classes. Cite your references. You may use your textbooks from these and other core classes in the MBA. Do not cut and paste from your past assignments and papers. This assignment includes two sections of the business plan in one paper. Apply section headers to separate the two sections in one paper. Be sure to fully explain your illustrations. You do not want your reader to interpret the illustrations, you must control the message. Provide an in-depth explanation of any illustrations you embed in your paper. Both of these sections are interwoven with the Operations plan. Section 6: Marketing Plan This section further defines your product/service within the context of marketing. It will include a detailed narrative that addresses: The problem/need/impact of product/service for the customer Description of product variances, if any.

A complete description of the product/service (details) Position in the PLC Position in the ILC Branding The value proposition The marketing mix The major characteristics of the target market (demographics/psychographics/geographics) Competitive analysis Total sales to this market in geographic area Total sales expected in five years, in ten years The percentage of demand this business expects to capture The FMOT and SMOT for the customer. The communication plan (internal and external) Strengths & weaknesses in ability to satisfy target market needs Channels of distribution (connects directly to the Operations Plan) Customer relationship management plan Competitive dynamics This section is at least 8 pages in length. Section 7: Management Plan This section addresses all tasks that are performed in the routine functioning of the business. The management plan is directly related to the mission and vision of the company. It provides a detailed description of the overall management plan, outlining how work will flow, be distributed, assigned, and evaluate. The narrative will discuss the following elements of the management plan in detail: Board of Directors & rationale for members Management and ownership Management staff structure with an organizational chart Key managers Talent management plan Planned additions to the current management team Compensation & reward plans (based upon Indeed.com data) Training & motivation plan (financial & otherwise) Insurance plans & costs Government rules & regulations that might apply