

**CLIENT:**  
**DATE:**  
**PROJECT:**

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**T E N P O I N T M A R K E T I N G P L A N**

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- I. THE CORE BUSINESS OBJECTIVE:**
  
- II. THE KEY MARKETING OBJECTIVE:**
  
- III. MARKETING LIMITATIONS/PROBLEMS:**
  
- IV. SALIENT HISTORICAL CONTEXTUAL FACTS:**
  
- V. SPECIFY EACH CONSTITUENCY TO BE IMPACTED:**
  
- VI. MARKET RESEARCH FINDINGS:**
  
- VII. CLIENT SENSITIVITIES:**
  
- VIII. THE COMPETITIVE LANDSCAPE:**
  
- IX. WHAT'S PUZZLING:**
  
- X. WHAT'S "THE POINT":**