**แบบฟอร์มการเขียนแผนการตลาด**

**1. บทนำ และความเป็นมาของธุรกิจ ( ระบุข้อมูลเกี่ยวบริษัทฯ )**

**1.1 ประวัติและความเป็นมาของบริษัท**

........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**1.2 ตลาดเป้าหมายของบริษัท**

................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................ ....................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**1.3 ระดับกำไรที่คาดหวัง**

......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**1.4 การกำหนดคู่แข่งขัน**

......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**1.5 ส่วนผสมทางการตลาดและกลยุทธ์**

......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**2. การวิเคราะห์สถานการณ์ทางการตลาดในปัจจุบัน**

**2.1 สถานการณ์ด้านตลาด**

...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... .................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ..........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**2.2 สถานการณ์ด้านผลิตภัณฑ์**

...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... .................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ..........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**2.3 สถานการณ์ด้านการแข่งขัน**

...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ..........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**2.4 สถานการณ์ด้านการแข่งขัน**

...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**2.5 สถานการณ์ด้านสิ่งแวดล้อมมหภาค**

...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ....................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**3. การวิเคราะห์ SWOT ( จุดแข็ง จุดอ่อน อุปสรรค และโอกาส )**

**3.1 จุดแข็ง Strengths**

3.1.1 ........................................................................................................................................

3.1.2 ........................................................................................................................................

3.1.3 ........................................................................................................................................

3.1.4 ........................................................................................................................................

3.1.5 ........................................................................................................................................

**3.2 จุดอ่อน Weaknesses**

**3.2.1 ...............................................................................................................................**

**3.2.2 ...............................................................................................................................**

**3.1.3 ...............................................................................................................................**

**3.3 โอกาส  Opportunities**

**3.3.1 ...............................................................................................................................**

**3.3.2 ...............................................................................................................................**

**3.3.3 ...............................................................................................................................**

**3.3.4 ...............................................................................................................................**

**3.3.5 ...............................................................................................................................**

**3.4 อุปสรรค Threats**

**3.4.1 ...............................................................................................................................**

**3.4.2 ...............................................................................................................................**

**3.4.3 ...............................................................................................................................**

**4. การกำหนดวัตถุประสงค์ทางการตลาด**

**4.1 วัตถุประสงค์ด้านการเงิน**

.......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................ ........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................ ............................................................................................................................................................................................................................................................................................................................................................

**4.2 วัตถุประสงค์ด้านการตลาด**

.......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ..........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**5. กำหนดกลยุทธ์ทางการตลาด**

**5.1 การกำหนดตลาดเป้าหมาย**

..................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**5.2 การวางตำแหน่ง (กำหนดตำแหน่งของบริษัทตัวเอง , กำหนดตำแหน่งของคู่แข่ง)**

..................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**คุณภาพ - ดี**

**ราคาต่ำ ราคาสูง**

**คุณภาพ - ต่ำ**

**5.3 กลยุทธ์ผลิตภัณฑ์**

..................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**5.4 กลยุทธ์ราคา**

......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**5.5 กลยุทธ์การส่งเสริมการตลาด**

......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**6. โปรแกรมเกี่ยวกับการปฏิบัติการ ( ด้านการตลาด , ด้านการเงิน , ด้านการพัฒนา)**

|  |  |  |
| --- | --- | --- |
| **วัน/เดือน/ปี** | **กิจกรรม** | **ผู้รับผิดชอบ** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**7. งบกำไรขาดทุนโดยประมาณการ**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **รายรับ** | | | **รายจ่าย** | | |
| **เดือน** | **บาท** | **สต.** | **เดือน** | **บาท** | **สต.** |
| **มกราคม** |  |  | **มกราคม** |  |  |
| **กุมภาพันธ์** |  |  | **กุมภาพันธ์** |  |  |
| **มีนาคม** |  |  | **มีนาคม** |  |  |
| **เมษายน** |  |  | **เมษายน** |  |  |
| **พฤษภาคม** |  |  | **พฤษภาคม** |  |  |
| **มิถุนายน** |  |  | **มิถุนายน** |  |  |
| **กรกฎาคม** |  |  | **กรกฎาคม** |  |  |
| **สิงหาคม** |  |  | **สิงหาคม** |  |  |
| **กันยายน** |  |  | **กันยายน** |  |  |
| **ตุลาคม** |  |  | **ตุลาคม** |  |  |
| **พฤศจิกายน** |  |  | **พฤศจิกายน** |  |  |
| **ธันวาคม** |  |  | **ธันวาคม** |  |  |
|  | | | | | |
| **รวมรายจ่าย** |  |  | **รวมรายจ่าย** |  |  |
| **กำไรสุทธิ** | |  | | | |

**การกำหนดและความคาดหวังทางการเงิน**

ราคาวัตถุดิบ ............................................ บาท

ราคาขายของผลิตภัณฑ์ (สินค้า) ............................................ บาท/ ชิ้น

ราคาขายของคู่แข่ง (สินค้า) ............................................ บาท/ ชิ้น

กำไร ทั้งสิ้น/ปี ............................................ บาท/ 1 ปี

ผลที่คาดว่าจะได้รับ 2 ปี ข้างหน้า ............................................ บาท/ 2 ปี

ผลที่คาดว่าจะได้รับ 3 ปีข้างหน้า ............................................ บาท/ 3ปี

เป้าหมายทางการเงินสูงสุด ............................................ บาท

**8. การควบคุม**

**8.1 การวิเคราะห์อัตราเจริญเติบโตของการตลาด**

..................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**8.2 การวิเคราะห์การขาย** ...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**8.3 การวิเคราะห์ส่วนครองตลาด**

......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**8.4 การวิเคราะห์ค่าใช้จ่ายทางการตลาด**

...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**8.5 การวิเคราะห์ความพอใจของลูกค้าเป้าหมาย**

...................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................... ....................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................