**แบบฟอร์มการเขียนแผนการตลาด**

**1. บทนำ และความเป็นมาของธุรกิจ ( ระบุข้อมูลเกี่ยวบริษัทฯ )**

**1.1 ประวัติและความเป็นมาของบริษัท**

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**1.2 ตลาดเป้าหมายของบริษัท**

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**1.3 ระดับกำไรที่คาดหวัง**

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 **1.4 การกำหนดคู่แข่งขัน**

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 **1.5 ส่วนผสมทางการตลาดและกลยุทธ์**

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**2. การวิเคราะห์สถานการณ์ทางการตลาดในปัจจุบัน**

 **2.1 สถานการณ์ด้านตลาด**

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 **2.2 สถานการณ์ด้านผลิตภัณฑ์**

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**2.3 สถานการณ์ด้านการแข่งขัน**

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 **2.4 สถานการณ์ด้านการแข่งขัน**

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 **2.5 สถานการณ์ด้านสิ่งแวดล้อมมหภาค**

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**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**

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 **4.2 วัตถุประสงค์ด้านการตลาด**

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**5. กำหนดกลยุทธ์ทางการตลาด**

 **5.1 การกำหนดตลาดเป้าหมาย**

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 **5.2 การวางตำแหน่ง (กำหนดตำแหน่งของบริษัทตัวเอง , กำหนดตำแหน่งของคู่แข่ง)**

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 **คุณภาพ - ดี**

**ราคาต่ำ ราคาสูง**

  **คุณภาพ - ต่ำ**

 **5.3 กลยุทธ์ผลิตภัณฑ์**

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 **5.4 กลยุทธ์ราคา**

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 **5.5 กลยุทธ์การส่งเสริมการตลาด**

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

|  |  |  |
| --- | --- | --- |
| **วัน/เดือน/ปี** | **กิจกรรม** | **ผู้รับผิดชอบ** |
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**7. งบกำไรขาดทุนโดยประมาณการ**

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| --- | --- |
| **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**

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

**8.3 การวิเคราะห์ส่วนครองตลาด**

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**8.4 การวิเคราะห์ค่าใช้จ่ายทางการตลาด**

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**8.5 การวิเคราะห์ความพอใจของลูกค้าเป้าหมาย**

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