

Positioning Plan Outline - Sample

- 1) Introduction
 - a) Description
 - b) Purpose and goals
 - c) Methodology

- 2) Situation Analysis
 - a) External trends and issues
 - b) Industry analysis
 - c) Comparative analysis
 - d) Market information
 - e) Perceptions
 - f) Opportunities

- 3) Organizational Capacity
 - a) Assets
 - b) Distinctive competence
 - c) Obstacles

- 4) Position Analysis
 - a) Current position, brand, image
 - b) Positioning opportunities and alternatives
 - c) Scenarios

- 5) Selected Position
 - a) Strategic issues
 - b) Target market and marketing implications
 - c) Brand and image
 - d) Strategic focus

- 6) Organizational Implications
 - a) Strategic plan
 - b) Design and development
 - c) Programming and outreach
 - d) Strategic alliances

If you would like additional information about Strategic Positioning, contact jennifer@conservationimpact.com to request a free copy of our booklet on this topic.