

Marketing Plan/Schedule

This document serves to demonstrate the process I will be taking over the next six months to market KOS. A new 6-month marketing plan will be produced in May, 2013. If alterations are made to this business plan it will be due to an on-going cost auditing process.

December/2012: -

7/12/2012: Pay Graphic Designer for KOS logo design.

7/12/2012: Pay Graphic Designer for KOS Business Card.

7/12/2012 > 31/12/2012: Liaise with GD to ensure production of KOS logo/card.

January/2013: -

4/1/2013: Pay Web Designer for domain name & hosting package.

4/1/2013 > 31/1/2013: Start Producing Web Content.

4/1/2013 > 31/1/2013: Assist Web Designer in the production of a basic website.

4/1/2013 > 31/1/2013: Ensure Business Cards are produced.

Key Mile Stones (31/12/2013): -

- Ensure Basic Business Cards have been manufactured.
- Launch Website Homepage (including logo).

February/2013: -

1/2/2013 > 10/2/2013: Produce Printed Information Sheets & Flyers.

11/2/2013 > 20/2/2013: Laminate Information Sheets.

20/2/2013 > 28/2/2013: Create KOS Facebook Channel.

20/2/2013 > 28/2/2013: Research Prices for Online Block Advertisements.

20/2/2013 > 28/2/2013: Research Prices for Business Directory Advertisements.

Key Mile Stones (28/2/2013): -

- Ensure Information Sheets have been produced (including lamination).
- Launch KOS Facebook Channel.
- Ensure Flyers have been produced.

March/2013: -

1/3/2013 > 10/3/2013: Design Van/Trailer Signage.

10/3/2013 > 14/3/2013: Research cheapest production methods for Van Signage.

14/3/2013 > 20/3/2013: Have Van/Trailer Signage Installed.

20/3/2013 > 22/3/2013: Send/deliver Flyers to factories/shops/community centres.

22/3/2013 > 24/3/2013: Deliver printed information sheets around Leighton.

24/3/2013 > 26/3/2013: Deliver printed information sheets around Leighton/Forden.

26/3/2013 > 28/3/2013: Deliver printed information sheets around Guilsfield/Meifod.

28/3/2013 > 31/3/2013: Continue delivering printed information sheets.

Key Mile Stones (31/3/2013): -

- Ensure Information Sheets have been produced (including lamination).
- Launch KOS Facebook Channel.
- Ensure Flyers have been produced.

Official Business Start Date: 31/3/2013.

April/2013: -

1/4/2013: Launch Google Ad-Words Campaign.

1/4/2013 > 4/4/2013: Launch County Times Adverts.

5/4/2013 > 10/4/2013: Launch Business Directory Adverts.

11/4/2013 > 14/4/2013: Launch Adverts through Online Directories/Sections.

15/4/2013 > 16/4/2013: Launch Advert in Newsletters.

17/4/2013 > 30/4/2013: Continue posting information sheets & flyers.

Key Mile Stones (30/4/2013): -

- Launch adverts in Newspapers, Business Directories & Newsletters.
- Launch Google Ad-Words Campaign.

May/2013: -

- Review effectiveness of current Advertising Methods.
- Continue face-to-face marketing campaign.

Document: **Marketing Plan (Antur Business)**. Prospective entrepreneur: **Christopher Wyn Smith**.

- **Attend public events/ Trade Shows.**
- **Devise the next phase of Marketing Plan.**