

Marketing Plan Outline

1. *Executive summary*
Briefly reviews the plan's highlights and objectives
2. *Current marketing situation*
Summarizes environmental trends
 - Internal and external situational analysis (products, markets, previous results, competitors, other environmental factors)
 - SWOT analysis (internal strengths and weaknesses, external opportunities and threats)
3. *Objectives and issues*
Outlines specific marketing objectives to be achieved and identifies issues that may affect the organization's attainment of these objectives
4. *Target market*
Explains the segmentation, targeting, and positioning decisions and analyzes the market and segments to be targeted through the marketing strategy.
5. *Marketing strategy*
Shows the strategy to be used in achieving the marketing objectives
6. *Marketing programs*
Lays out the programs supporting the marketing strategy, including specific activities, schedules, and responsibilities for: product/service, price, place (channel), promotion, internal marketing
7. *Financial plans*
Details expected revenues, expenses, and profits based on the marketing programs in the plan.
8. *Implementation controls*
Indicates how progress toward objectives will be measured and how adjustments will be made to keep programs on track.

Technical and performance evaluation tasks

1. *Detailed design*
 - Networking architecture
 - Software architecture using an SOA approach
2. *Prototyping*
Demonstrate a significant feature of the product, or some other significant component that will be used in support of the product. The following are some

suggestions:

- implement a scaled down version of the product
- implement a significant software component
- demonstrate the functionality of the product through a simulation with animation
- implement a scaled down version using a combination of hardware and simulation

3. Performance study

Use analytic techniques, such as queueing theory, and mathematical programming, and/or simulation techniques to answer performance related questions, such as:

- Required system capacity for various loads, i.e. required number of RFIDs and readers, size of networking pipes, server CPU capacity, etc.
- End-to-end response time for various loads
- Availability of the system for various loads.

Also, you can bring in security and trustworthiness issues as they relate to performance.

Each of the above three categories will be evaluated separately and graded using the following criteria:

1. Detailed design (total 20 points)

1. Does the proposed networking architecture adequately supports the product?
2. Have the important parts of the protocols been identified and dealt with?
3. Are any significant pieces of it missing?
4. Does the team show that they have a good grasp of networking?
5. Similar questions for the software architecture

2. Prototyping (total 50 points)

1. Is the prototype a significant representation of the product?
2. Significance of the hardware implementation
3. Significance of the software implementation

3. Performance study (total 30 points)

1. Does the model represent a significant part of the product?
2. Quality of the solution technique (accuracy, complexity, etc)
3. Quality of the obtained graphs
4. How meaningful the conclusions on the performance of the product are?