



BRAND PLAN OUTLINE

BRAND NAME: _____

BRAND OVERVIEW INFORMATION

1) What makes this brand unique in the marketplace?

2) What are the primary CONSUMER features and benefits to the brand?

3) What are the primary RETAILER features and benefits to the brand?

4) Who would you describe as the TARGET MARKET for this brand?

5) What current market trends does this brand address? (example: gluten-free, vegan, etc.)

6) What is the brand's philosophy?

7) What are the 3 most significant competing brands in the Canadian market?

8) What department or area of a store is your brand best suited for? (Grocery, Deli, Dairy, Bakery, etc.)

9) Describe the marketing tools available (POS, demos, media support, social media, etc.)

DISTRIBUTION OVERVIEW INFORMATION

10) Will Dovre Import be the exclusive distributor of this brand in British Columbia?

11) Which distributors, brokers or importers in Canada have handled this brand in the past 3 years?
