# FFA Marketing Plan CDE Template

Template for an FFA marketing plan event where members outline the product, customers, price approach, promotion, and results to track, following the official event instructions.

Farm / unit: _____ Date: _____ By: _____

## Product or service description

## Target customers

## Market need and competition

## Pricing approach

## Promotion ideas

## Place and distribution

## Budget notes

## Measures of success

## Review with the advisor

**TIP** Read the official event rules first and match the plan format they require.