FFA | WORKSHEET

FFA Marketing Plan Worksheet

Marketing plan worksheet for FFA members to describe their product, customers, price approach, promotion, and record-keeping so they can sell with a clear plan. Print it and keep a copy with your chapter records.

Farm / unit: _____ Date: _____ By: _____

Product or service _____

Who will buy it _____

Why customers would choose it _____

Price approach _____

Where you will sell _____

How you will promote it _____

Helpers and supplies _____

How you will track sales _____

Review dates _____

NOTES / CALCULATIONS

TIP Talk to real customers and adjust the plan based on what they tell you.