



Sample Personal Marketing Plan

Personal Marketing Plan Joe Doakes

Target Functions: Vice President/Director/Manager

- Management Information Services
- Information Systems
- Systems Development
- Applications Development
- Information Systems Technology
- Business Re-Engineering

Responsibilities:

- Identification of new information systems technologies and how they could affect the profitability of a company.
- Management of projects for the implementation of information systems or new technologies.
- Providing for and managing a business partner relationship between the information systems department and the internal company departments that utilize their services.
- Implementing and managing a business partner relationship between the company and its primary vendors and its customers utilizing systems technologies, such as EDI (Electronic Data Interchange).

Target Companies:

Attributes

- People-oriented
- Growth-minded through increased sales, acquisitions, or new products
- Committed to quality customer service
- Receptive to new ideas on how to do business or utilizing new technologies

Location

- Primary - Northern New Jersey or Westchester/Orange/Rockland Counties in New York
- Secondary - New York City, Central New Jersey, Southern Connecticut, Eastern Pennsylvania
- Other - Anywhere along the Eastern Seaboard

Target Industries:

Consumer Products:

Unilever
Kimberly Clark
Avon
Carter Wallace
Sony
Minolta
Boyle Midway
Revlon
L&F Products
Houbigant
Mem
Chanel
Airwick
Church & Dwight
Johnson & Johnson
Reckitt & Colman
Philip Morris
Clairol
Estee Lauder
Cosmair

Pharmaceuticals:

Merck
Schering-Plough
Warner-Lambert
American Home Products
Bristol-Myers Squibb
Pfizer
Janssen Pharmaceutica
Hoffmann-LaRoche
Ciba-Geigy
Sandoz
A.L. Laboratories
Smith Kline Beecham
American Cyanamid
Boeringer Ingelheim
Roberts Pharmaceuticals
Winthrop Pharmaceuticals
Glaxo
Block Drug
Hoechst Celanese
Ethicon

Food/Beverage:

Pepsico
T.J. Lipton
Kraft/General Foods
Nabisco
Hartz Mountain
Continental Baking
Nestle's
Haagen-Dazs
Tuscan Dairies
Dannon Co.
BSN Foods
Campbell Soup
Cadbury Beverages
Labatt
Arnold Foods
S. B. Thomas
Sunshine Biscuits

Chemicals:

Castrol
Witco
Allied Chemical
Olin Corp.
Union Carbide
Air Products
General Chemical
Englehard Corp.
BASF Corp.
Degussa Corp.
GAF Corp.
Lonza Inc.
Sun Chemical

Other:

Medco
Toys-R-Us
Computer Associates
Becton Dickinson
Dialogic
Siemens
Automatic Data Proc.
Vital Signs
Benjamin Moore