



## **ecoACTIVE Marketing and Sales Plan**

### **Markets**

#### **Current markets**

Primary schools  
Children's Centres  
Community groups  
Housing Associations

#### **Future markets**

Secondary schools, public and state-funded  
Businesses  
Businesses (joint marketing)  
Corporate sponsors  
Corporate customers  
General public donations

The marketing plan will be presented in outline to the second Trustee board meeting and a detailed plan including fee-generated income will be presented to the third Trustee board meeting following the full appointment of all M&S workgroup members.

It is likely that the plan will distinguish between actions aimed at corporate, business and education target markets.