

**Bren's Cigar World  
Marketing Plan  
August 2004 onwards**

<b>What</b>	<b>Mon</b>	<b>Tues</b>	<b>Web</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>Mon</b>	<b>Tues</b>	<b>Web</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>Total</b>
Signage	\$2,000														\$2,000
Media release	\$0														\$0
Magazine competition					\$400										\$400
Database - i.e. ACT!		\$200													\$200
Build Database															\$0
Direct Mail			\$70									\$70			\$140
Web site				\$1,000						\$1,000					\$2,000
Newsletter					\$250										\$250
Education evening					\$220							\$220			\$440
Joint Venture				\$10	\$10	\$10	\$10		\$10	\$10	\$10	\$10	\$10	\$10	\$100
Networking				\$50	\$70	\$100				\$50	\$50	\$70	\$120		\$510
	\$2,000	\$200	\$70	\$1,060	\$950	\$110	\$10	\$0	\$10	\$1,060	\$60	\$370	\$130	\$10	<b>\$6,040</b>