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| **Aim and Objectives** |
| **Aim** |  |
| Option chosen |  |
| Marketing **Objective 1**Explain  |  |
| Marketing **Objective 2**Explain |  |
| Marketing **Objective 3**Explain |  |
| **Analysis of Market Research Data** |
| What is the **market size**? |  |
| Is there **market growth**?(Think PLC) |  |
| What are the main **market segments**? |  |
| Main **competitors**?What do they do? |  |
| What **trends** are there in the market? |  |
| Other **Secondary research findings** (5 facts) | 1.
2.
3.
4.
 |
| **Primary research findings** (5 facts) | 1.
2.
3.
4.
 |
| What is the **reliability** of the primary market research? |  |
| What is the **validity** of the secondary market research? |  |
| **Justification of rationale** |
| **Product Life Cycle** | Phase / Evidence / Suggestions |
| **SWOT Analysis**Key external factors that can be included in a marketing campaign | Strengths | Weaknesses |
| OpportunitiesPESTLE | ThreatsPESTLE |

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| **The Marketing Mix** |
| **Target market** |  |
| **Marketing message** |  |
| **Marketing media** |  |
| What **product**s are being offered in this market. |  |
| What **price** are these products being sold at in the market? |  |
| What **place**s are these products being sold? |  |
| What **promotion**al methods are being used in the market? |  |
| What other parts of the marketing mix are used in the market? (**physical, processes people**)  |  |
| **Budget** |
| How much do common media cost? |  |
| What budget do you have? |  |
| **Timescale** |
| Gantt Chart |  |