|  |  |  |
| --- | --- | --- |
| **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) |  | |
| **Primary research findings** (5 facts) |  | |
| 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 |
| Opportunities  PESTLE | Threats  PESTLE |

|  |  |
| --- | --- |
| **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 |  |