

Final Project Template

Final Project: Marketing Strategy		
Target Market Segment(s)	Who are your existing and potential customers (target market)?	
	What are the needs of your target market, as identified through market research?	
Business Strengths	What are your company's strengths?	
	How do the strengths of your company match the needs of your target market?	
Marketing Activities	What marketing activities are likely to ensure that your target market knows about the products and/or services you offer, and why these products/services meet their needs?	

	Why did you select each of these marketing activities?	
Monitoring and Evaluation	How will you monitor and evaluate how effective your marketing strategy has been?	
References	References to Learning Resources and other sources:	