

## Final Project Template

Final Project: Marketing Strategy		
<b>Target Market Segment(s)</b>	Who are your existing and potential customers (target market)?	
	What are the needs of your target market, as identified through market research?	
<b>Business Strengths</b>	What are your company's strengths?	
	How do the strengths of your company match the needs of your target market?	
<b>Marketing Activities</b>	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?	
<b>Monitoring and Evaluation</b>	How will you monitor and evaluate how effective your marketing strategy has been?	
<b>References</b>	References to Learning Resources and other sources:	