



Market Segmentation
1. Demographic
2. Geographic
3. Psychographic
4. Behavioral



MARKETING PLAN

Executive Summary
1. Introduction
2. Market Analysis
3. Marketing Objectives
4. Marketing Strategy
5. Marketing Mix
6. Budget
7. Implementation
8. Evaluation

MARKETING MIX

Product
Price
Place
Promotion
1. Advertising
2. Sales Promotion
3. Public Relations
4. Direct Marketing
5. Personal Selling