# Weekly Reflection Template

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| **Name: Walid Graihim** | **Date: 11/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| * Finalize the Marketing Strategy Document (Task A6) to ensure all branding and promotional strategies align with NHS standards. * Assist in structuring the company website by helping define key pages (team introduction, mission statement, marketing strategy). * Ensure all corporate identity elements (logo, colors, branding) are ready for use in presentations and marketing materials. * Review and integrate client feedback from the meeting into the marketing plan and branding approach. * Collaborate with Zaham to refine the marketing section of the project and ensure consistency in branding and messaging. | * This week, I worked on finalizing the Marketing Strategy Document, ensuring it included all key elements such as zero-budget marketing tactics, corporate identity, and engagement strategies. * I assisted in developing a structure for the company website, defining its layout and branding guidelines. * I collaborated with the team to align NHS branding colors and visual identity with our project. * Client feedback highlighted the need for greater accessibility and clearer branding, which we incorporated into the strategy. * Communication and coordination with the design team improved, but I could have engaged earlier in discussions regarding the website prototype. |
| **Individual objectives for next week:** | |
| Refine the website prototype to ensure it aligns with NHS branding and accessibility requirements.  Ensure that marketing materials are well-integrated into the final project deliverables (website, presentation, client feedback report).  Collaborate with the development team to incorporate marketing elements into the final  prototype. | |