# Weekly Reflection Template

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| **Name: Walid Graihim** | **Date: 17/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| * Finalize and refine the **Marketing Strategy (A6)**, ensuring all branding and promotional elements align with NHS compliance. * Work on structuring the **company website**, focusing on key pages such as **team introduction, mission statement, and marketing strategy**. * Ensure the **corporate identity artefacts** (logo, slogan, branding) are **ready for presentations and marketing use**. * Review and integrate **client feedback** from previous meetings into the **marketing and branding approach**. * Collaborate with **Zaham** to enhance the **marketing section** and ensure consistency in messaging and outreach. | This week was productive as I successfully refined and improved the **A6 Marketing Strategy**, ensuring that all branding and promotional strategies aligned with **NHS standards**. I contributed significantly to developing **website structure ideas**, ensuring a user-friendly and **engaging design**. Additionally, I worked closely with the team to finalize **corporate identity elements**, such as the **company logo, slogan, and branding theme**. |
| **Individual objectives for next week:** | |
| * Conduct a final review and **submit the A6 Marketing Strategy document**. * Ensure **all marketing and branding materials** are finalized and correctly documented. * Provide support in the **final structuring of the company website** and ensure accessibility elements are integrated. * Assist in preparing for **A8 self and peer assessments**, ensuring my contributions are properly recorded. * Work on additional **content refinements** for marketing materials, if needed. | |