Currency Exchange

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Macro Marketing Challenges

Macro SWOT Analysis

Segmentation

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# Macro Marketing Challenges

**Year 1:**

What are we going to do, how much of it are we going to do, when will we do it by.

**Year 2:**

We will have a presence on Facebook, Twitter and Instagram and have at least 250,000 followers on each platform within the first 12 months of doing business.

**Year 3:**

# Macro SWOT

We will have a presence on Facebook, Twitter and Instagram and have at least 250,000 followers on each platform within the first 12 months of doing business.

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| * Things we are | * If we do this then this might happen |
| **Weaknesses** | **Threats** |
| * Things we are not | * If this happens then this might happen |

**Strengths**:

Rational for Strength

**Weaknesses:**

Rational for Weaknesses

**Opportunities:**

Rational for Opportunities

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Year 1 Challenge 2.

|  |  |
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# Segmentation

**Macro Segment 1**

People who want to eat healthy

**Micro Segment 1: Millennials**

***Demographics***

* Male or Female
* Ages 18 to 35
* Median income: $35,000

***Psychographics***

* Belong to a gym
* Read magazines like vogue

***Technographics***

* Cord cutters
* Use mobile pay via smartphone where accepted

***Position Statement***

Company Statement regarding this micro segment

***Micro Challenge***

What we do, how much we do, when we do by

***Micro SWOT Analysis***

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**Micro Segment 2: Professionals**

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# References

Reference 1

End of draft