

# DFM TASK 1

## Build Your Own Startup

### Marketing Strategy Assignment

#### Objective:

Creativity + application of marketing foundations.

#### Tasks For You :

- I. Student must create a startup idea
- II. Define what marketing means for your business
- III. Outline the steps you will use to market your product
- IV. List your 4Ps + extended 7Ps
- V. Analyze who your consumers are and your behaviors
- VI. Create a compelling USP Prepare STP map
- VII. Compare whether you will use digital or traditional marketing (or both)
- VIII. Design a simple sales strategy plan Describe how you will position your brand

#### Output:

A 2-page written report