**Marketing Plan for ISIC Cards**

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| MARKETING PLAN OUTLINE | |
| Pin-point | Description |
| Place & Logistics | 1. Campaign location 2. Logistics needed |
| Hiring Promoters | 1. Two male 2. Two female |
| Working Hour & Honorarium | 1. 11am to 7pm 2. 500 tk/daily |
| Job Description | 1. Selling cards 2. Punctual 3. Sharing live location anytime 4. Maintain records |
| Other Facilities (If Possible) | 1. Target bonus 2. Referral bonus |
| Stand Banner, Leaflets, Data Management File | 1. How will be the banner & leaflets 2. Offline or online record collection |
| Registration Criteria | 1. Who can apply |
| Respective Documents | 1. Essential documents |
| Registration Process | 1. What will be the process |
| After sale service | 1. Referral bonus 2. Details over phone |