

## PROJECT DESIGN PHASE - 1

### PROPOSED SOLUTION

TEAM ID	NM2023TMID02721
PROJECT NAME	To Create a Reel Design using Canva
DATE	03-11-2023

Who does the problem affect?	Not using Instagram for marketing means missing out on a large audience, potential sales, and brand exposure, potentially putting you at a disadvantage compared to competitors who utilize the platform. However, it depends on our specific business goals and audience whether it is necessary.
What are the boundaries of the problem?	The problem's boundaries consider the competitive landscape, Scope, Impact like competitive disadvantage, Context that could potentially benefit from Instagram as a marketing tool and finally business's specific goals and target audience.
What is the issue?	<p>The issue is the decision to not use Instagram for marketing, which can have consequences for business in terms of missed opportunities to reach a large audience, reduced brand exposure, and potential competitive disadvantages.</p> <p>The issue stems from the choice not to leverage this social media platform as part of marketing strategy.</p>
When does the issue occur?	<p>The issue of not using Instagram for marketing can occur at any time when a business or organization makes the decision to exclude Instagram from its marketing strategy.</p> <p>This decision can happen during the initial marketing planning stage, or it may occur as a result of a change in strategy at any point in the business's existence.</p> <p>It's not limited to a specific time frame and can be a strategic choice made at any time.</p>
Where is the issue occurring?	<p>The issue of not using Instagram for marketing can occur within a business or organization when they are developing or revising their marketing strategy.</p> <p>It takes place in the decision-making process within the company, typically involving marketing managers, executives, or the</p>

	<p>individuals responsible for shaping the marketing approach.</p> <p>The decision not to use Instagram for marketing is internal to the organization and is made within its marketing or strategic planning department.</p>
<p>Why is it important that we fix the problem?</p>	<p>Fixing the problem of not using Instagram for marketing is important because it can help you reach a larger audience, stay competitive, increase brand exposure, engage with customers, boost sales, and align with current marketing trends. However, it depends on your business goals and audience whether it's a critical issue to address.</p>