**Executive Summary**

One of the example from **(ref)** Show us **(REF problem)**, and this situation maybe will be one of the major issue we may run into because this matches X,Y,Z condition, to able to solve this situation we choice to apply **(REF final recommendation)** Which example comes from **(ref)**.

In this marketing plan we can apply strategic theory these strategic was apply ….. .

I would apply this strategic, this strategic comes from ….

**Introduction and Marketing Objectives**

My name is kitman yiu, marketing manager of Dragon Studio. Dragon Studio is an indie companies in Australia, and aiming be an AAA games studio **(SMART goal)**. Today we are going to introduce our first product RATM .The goal of this product to customer is to **(achieve with this plan)**.

And the goal for studio is to **(achieve with this plan)**. To able to success in the game we are going

**Background**

RATM is a game **(Details of product)**. The key people behind the development are **(people)**. Mobile games industry has been started … **(REF History and industry and region) (**. The incomes of mobile games industry have been grow to an amount ……… in Asia Pacific, in … In ….**)**

AU there are … players. Also we Notice that there are some recent changes in mobile game industry. These are including X, Y, Z **(REF recent changes in the market)**. And also I want important highlight some context in this are X, Y, Z (highlight).

PEST & SWOT

For our product... We can use …. The ref comes from one of the example of

Customer

Following X,Y,Z company the person that we finding has X,Y,Z behavior. And also from our analysis we regozine that the customer have XYZ behavior, followed by X,Y,Z theory

By our anysics the players has the following behavior . following X , Y ,Z company. And from our analysis we also regoizne that …. Supported by …. So to able us to achevie the customer goal we can … supported by x,y,z theroy

Devolop 4P

There are X,Y,Z method came from the following soruce , the benfits of X,Y,Z are . So to able us to … we can apply