

PROJECT REPORT TEMPLATE

INTRODUCTION

1.1 Overview

This project is unveiling market insights is to analysis what is the need of marketing the product in wholesale , the goods of marketing company and how it uses in the public review. Marketing is defined as “putting the right product in the right place, at the right place, at the right time “. The marketer works a lot of hard work to sale the product and needs to go into setting the simple definition up.

Marketing is an organizational function and as set of processes for creating a communicating, and delivering value to customers ad for managing customer relationships in ways that benefit the organization and its stakeholders.

1.2 PURPOSE

Behaviour of customer to spend available money, money from debit card and credit card to satisfy their needs or wants. No customers has a stable and fixed spending behaviour.

People’s spending behaviour varies and differs according to people’s race, religion, family background , ethnicity and where they live.

EMPATHY



BRAINSTORMING

Brainstorm & Idea prioritization

Use this template to generate ideas, brainstorm, and prioritize them. It includes a list of ideas, a table for prioritization, and a section for the final selection.

- Generate ideas
- Brainstorm
- Final selection

Define your problem

Define your problem and the goal of your project. This section includes a list of questions to guide your thinking.

- What is the problem?
- What is the goal?
- What are the constraints?

Define your problem statement

Define your problem statement and the goal of your project. This section includes a list of questions to guide your thinking.

- What is the problem?
- What is the goal?
- What are the constraints?

Brainstorm

Brainstorm ideas for your project. This section includes a table for brainstorming ideas.

Idea	Impact	Effort	Cost	Time

Group ideas

Group ideas into categories. This section includes a table for grouping ideas.

Category	Idea	Impact	Effort	Cost	Time
Low risk					
Medium risk					
High risk					

Define

Define your project and the goal of your project. This section includes a table for defining your project.

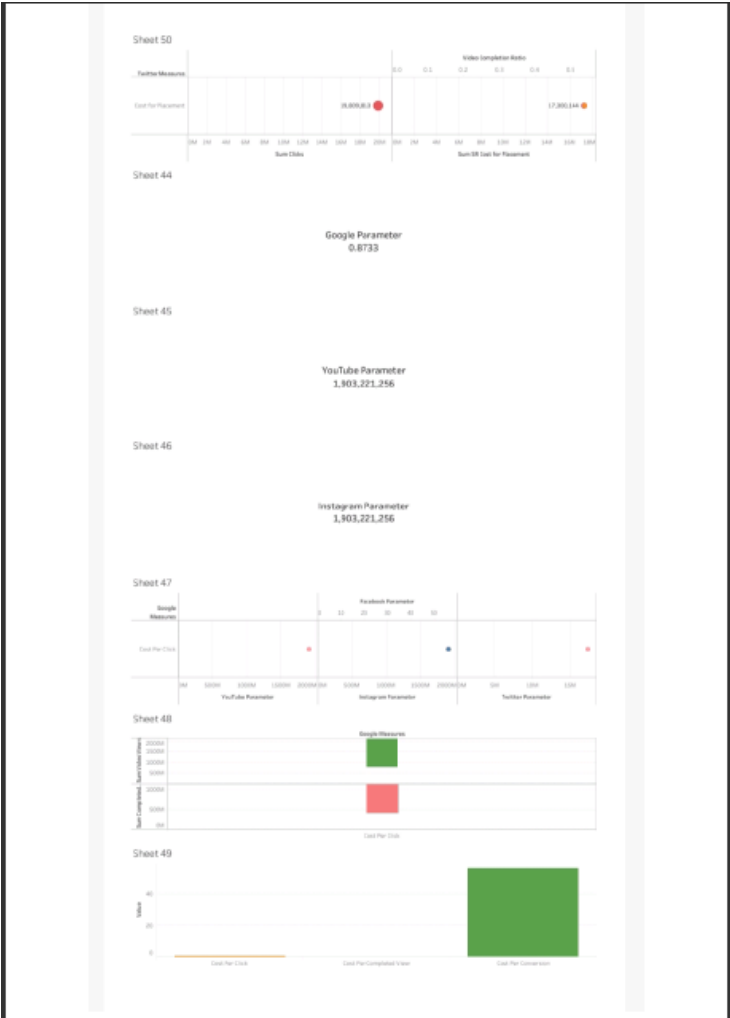
Project	Goal	Impact	Effort	Cost	Time

Define your problem statement

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- What is the problem?
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RESULT



ADVANTAGES:

- 1) Marketing a product with your target audience's needs and wants while also profiting.
- 2) Promotes your business to a target audience.
- 3) Helps to understand your customers review of the brand.

DISADVANTAGES:

- 1) Time and Effort may not yield a return of the products.
- 2) It's difficult to accurately assess the cost benefit of a marketing.
- 3) Marketing can be expensive and drain profits, especially for smaller businesses.

APPLICATIONS

- a) Growing your sales
- b) Audience marketing benefits
- c) Using and managing product

CONCLUSION

I conclude, that understanding consumer behaviour is vital to any successful marketing strategy.

By analysing the factors that influence consumer behaviour, businesses can develop effective marketing campaigns that cater to the needs and wants of their target audience.

FUTURE SCOPE

The future scope of marketing is increasing exponentially. It involves researching, searching, planning and coordinating. The growth of digital technologies and the internet boom have positively impacted marketing scope.

APPENDIX

https://public.tableau.com/views/Lovelytics-InstantAnalytics_16960503948870/Story2?:language=en-US&:display_count=n&:origin=viz_share_link