Task #1 Describe two companies

Company description

1

Name: Supercar company

How long on the market: <1 year

Company description: The company creates cars for everyone

Product Description: Excellent car, which is so comfortable, speed, with new technologies

Problem: Nobody buys that car

Contracts: -

2

Name: Super marketing company

How long on the market: >50 year

Company description: The company creates ads for business

Products Description: Market analysis, creating advertising, providing brand to customers

Contracts: 100+ contracts with different companies

Service: Can help with selling products

Task #2

Problem of negotiations

Creating a marketing strategy for Supercar company to create the brand closer to customers and to provide product

Business interest for both companies

Supercar: sell cars and earn 1 million $

Super marketing: create a long-term contract with Supercar company

Common interests

Supercar: marketing helps generate 1 million customers and fans

Super marketing: assign the long-term contract and add a case to the portfolio

Business expectations

Supercar: marketing helps generate 1 million customers, and they will be on the top

Super marketing: assign a long-term contract and will earn money during that contract

Common expectations, if any

Supercar: The brand will be so famous and the best in the world

Super marketing: -

Formulate the professional values of both companies

Supercar: can create cars

Super marketing: can create ads and provide a product to future customers