

Initial Marketing Plan Idea

Theme

We intend to create a marketing plan for **Revolut**, which is a tech company dedicated to making banking easier and cheaper worldwide for its users.

Our goal is to introduce this company in Portugal and our target would be college students.

Motivation

We believe this is an interesting company because it is very recent in the market, developed by young tech entrepreneurs with fresh ideas and up to date mentality.

Besides, we personally identify with the company's vision as we are interested in the financial area and also because as students we constantly struggle with finding the best option for saving money.

There is a growing discontent concerning transaction fees and exchange rate commissions and, in today's world, people have been travelling more and more which increases the need for making international transactions easier and free of cost. A good example of this is the case of Erasmus students, who need to make transactions for big amounts in foreign countries.

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