

## **Marketing Plan**

### **Marketing Objectives**

- Increase Sales
- Build Brand Awareness
- Enhance Customer Relationships

### **Target Customer**

#### **Demographics**

- Any Age
- Male/Female
- Employed/Unemployed

#### **Geographics**

- Any Location (Within the Country)

### **Marketing Strategy**

#### **Product**

- Introduce product functionality
- Improve product quality

#### **Price**

- Set competitive prices for existing products in the market

#### **Place or Distribution**

- Product availability on small business owners
- Product availability on wholesalers
- Product availability on retailers

#### **Promotion**

- Personal (face-to-face) selling
- Traditional advertising
- Direct Marketing