**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