Marketing of Team Tersuca – Kingdom Clean up Version 1

1. Summary
   1. Pitch
   2. Why ( what is the purpose of this product)
2. The Challenge
   1. Description of the product and the basic goals. Like how much do want sold, what is the end game.
3. Situation Analysis (Company Analysis)
   1. Who ( the ideal customer we are trying to sell to)
   2. Difference ( how and why are we better than the other competition)
   3. Promotion Strategy ( How are we going to tell our story)
   4. Platform
   5. Strengths
   6. Weakness
4. Situation Analysis ( Customer Analysis)
   1. Price and Positioning (what value is this product is trying to be sold at)
   2. Distribution ( How will you reach out to the people and get you product into their hands)
   3. Growth/Conversion Strategy ( how will keep the people that are interested in the game and how will we attract more customers)
5. Situation Analysis ( Competitor Analysis)
   1. Market Position ( where would be positioned in the marketing world, who would be out competitors)
   2. Strengths (of the competitors)
   3. Weakness ( of the competitors)