
MARKETING STRATEGIES

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage.

We the team members of TEAM ACCELERATE also made efficient strategies for the successful marketing of our own manufactured car.

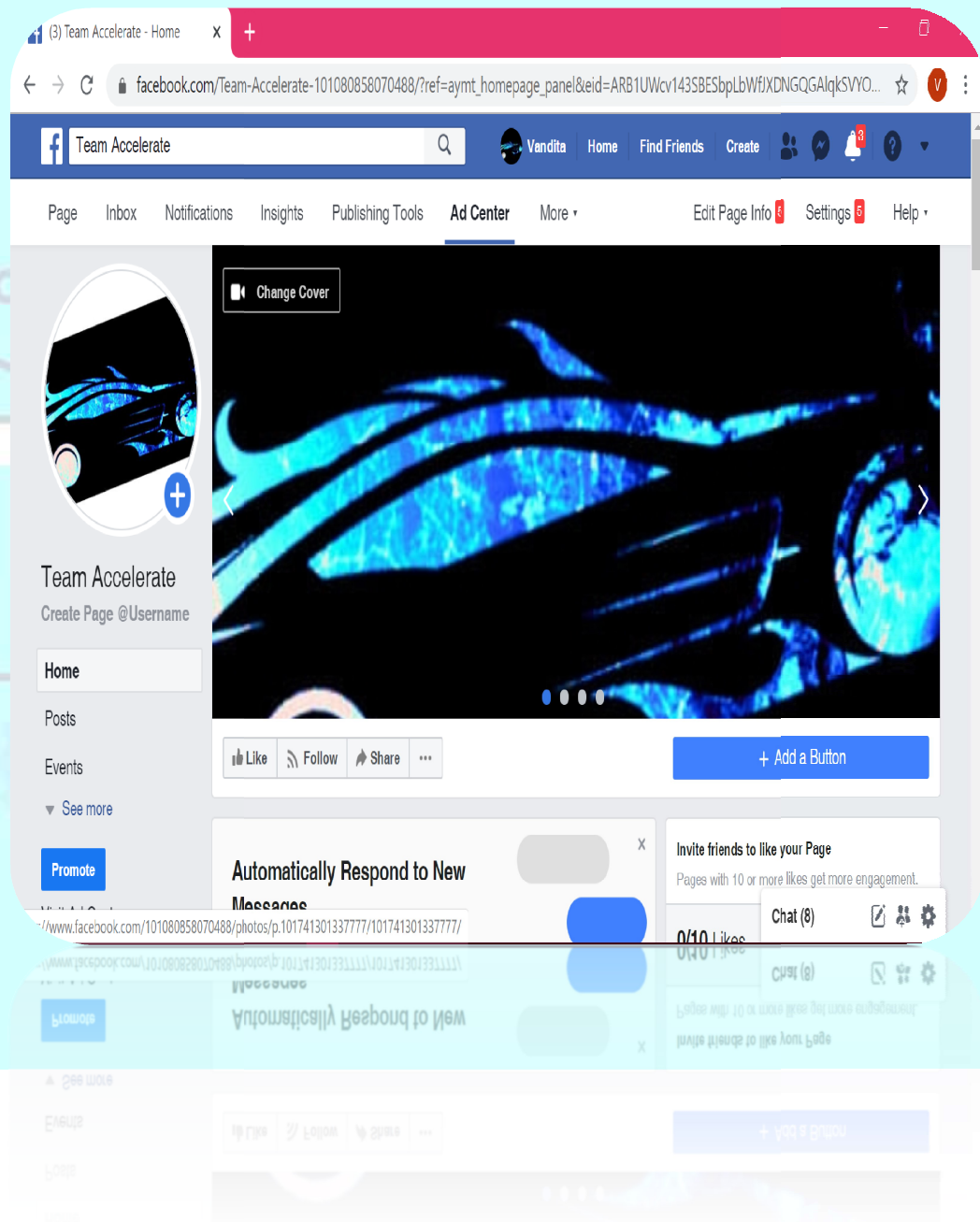
The steps involved in it are as follows -

1. **Fundamental goal :-** Fundamental goal is the ultimate process, the underlying objective behind every step and decision one makes.

In accordance with this definition we the team members assigned each and everyone the roles to be played by one during the competition. We initially don't know what would be the result but we didn't step out thinking of the other teams whose members are older to us. As per the tagline of our team, we have our hopes high to race along each and everyone and have a successful rank in the competition.

2. **Planning :-** The second step after deciding the goal is to make proper plan for the same. Now we decided to market our self manufactured car and have the sponsor's eye on us. To do these things we made a sponsorship proposal to make it more loud and say the crowd that we inspite of being younger in age can do wonders in life.

FACEBOOK PAGE AS A WAY FOR PROMOTION



OUR SPONSORS

