

# Business Report

## Marketing Plan:

- Objective: Increase brand awareness by 30% in Q3.
- Target Audience: Young professionals aged 20-35.
- Strategies:
  1. Social media campaigns (Instagram, LinkedIn).
  2. Email marketing with personalized content.
  3. Collaborations with influencers.

## Sales Analysis:

- Total Sales Q2: \$450,000 (Up 15% from Q1).
- Best-selling product: Smart Home Devices.
- Market Trend: Growing demand for IoT devices.

## Recommendations:

- Allocate 40% of budget to digital marketing.
- Expand influencer collaborations to TikTok.
- Focus on loyalty programs to retain customers.