

IDEATION PHASE

PROBLEM STATEMENT

DATE	3 Nov 2023
TEAM ID	NM2023TMID01256
PROJECT NAME	Creating a Social Media Ad Campaign in Facebook

PS-1



PS-2



Problem Statement (PS)	I am (customer)	I am trying to	but	Because	Which makes me feel
PS-1	Attendant	Sales Accessories	It is not too popular	It is a new shop	Unsatisfied
PS-2	Social Influence	Create a brand page	Not reached in public	There is no website traffic	Loss in my business