Final Paper 1

Running head: MBA-560 Marketing and Strategy

# 9-1 Final Project Submission: Comprehensive Business Plan

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Executive Summary\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Context: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• Defining Features…………………………………………………………………………..

• Fit…………………………………………………………………………………………..

• Effectiveness………………………………………………………………………………

Need:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• Target Market: Basic Demographics………………………………………………………

• Target………………………………………………………………………………………

• Market: Other……………………………………………………………………………..

• Want or Need……………………………………………………………………………….

• Why…………………………………………………………………………………………

Strengths: Weaknesses: Opportunities: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• Assess………………………………………………………………………………………

• Consumer Trends…………………………………………………………………………..

• Ethics…………………………………………………………………………….................

• Affect………………………………………………………………………………………

Core Competencies \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• Pricing: Costs………………………………………………………………………………

• Pricing: Pay………………………………………………………………………………...

• Pricing: Preferences………………………………………………………………………...

• Pricing: Strategy …………………………………………………………………………..

Refinement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• Evaluate the Success……………………………………………………………………….

• Feedback Loops……………………………………………………………………………

• Other Factors……………………………………………………………………………..

Articulation of Response…………………………………………………………………………..

Resources………………………………………………………………………………………….

Appendix……………………………

Instructions: Using the information that you have already done, cut and paste it into these topics.

**Executive Summary**

**Context:**

**Defining Features**

**Fit**

**Effectiveness**

**Need:**

**Target Market: Basic Demographics**

**Target**

**Market: Other**

**Want or Need**

**Why**

**Strengths: Weaknesses: Opportunities:**

**Assess**

**Consumer Trends**

**Ethics**

**Affect**

**Core Competencies**

**Pricing: Costs**

**Pricing: Pay**

**Pricing: Preferences**

**Pricing: Strategy**

**Refinement:**

**Evaluate the Success**

**Feedback Loops**

**Other Factors**

**Articulation of Response**

**Resources**

**Appendix**