Final Paper 1

Running head: MBA-560 Marketing and Strategy

# 9-1 Final Project Submission: Comprehensive Business Plan

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**Table of Contents Page #**

TABLE OF CONTENTS…………………………………………………………………………

I. EXECUTIVE SUMMARY……….............................................................................................

II. BRANDING AND IDEA CONTEXT………………………………………………………..

Corporate Mission………………………………………………………………………….…….

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

Brand Effectiveness…………………….…………………………………………………………

III. DEFINING PRODUCT OR SERVICE NEED………………………………………………

Demographics…………………………….………………………………………………………

Fulfilling a Need………………………………………………………….………………………

Seeking Information……………....................................................................................................

Buying Situation………………………………………………………………………………….

Best Choice.....................................................................................................................................

IV. STRENGTHS AND WEAKNESSES…………………………………………………………

Assesses…………….........................................................................................................................

Opportunities………………..............................................................................................................

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

Ethics.................................................................................................................................................

Affect……………………………………………………………………………………………….

V. CORE COMPETENCIES…………….........................................................................................

VI. PRICING………….....................................................................................................................

22

GREEN MARINE HIGHWAY COOPERATIVE

3

Fixed and Variable Costs

..........................................................................................

22

Competitors

...............................................................................................................

23

Target Market Valuation

............................................................................................

24

Pricing Strategy

.........................................................................................................

25

VII. REFINEMENT

........................................................................................................

25

Evaluation of Success

................................................................................................

25

Feedback Loops

.........................................................................................................

28

Other Factors

............................................................................................................

31

APPENDIX

.......................................................................................................................

33

Table 1

.......................................................................................................................

33

Table 2

.......................................................................................................................

33

REFERENCES

................................................................................................................

3

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**