I am part of a group project creating a Marketing plan for a company named “Greening Australia” which sells native seeds.

I have provided a document “Actual report” in where my peers have outlined the target market and created the marketing strategy. You will need to read this document and especially the 7p’s part of the report.

On this basis you will need to create a budget (I have created a basic draft budget named “Draft Budget” which contains all the real expenses) We will also need a forecast (in which Return on Investment ROI is estimated).

We will also need an implementation Gantt chart, outlining the actions and dates (Exemplar file attached for you to use as a reference).

Please view and look at the “exemplar” files, I have attached a sample of the budget and forecast – as well as a sample of an implementation Gantt chart.

You will not rely on any external sources for the budget and Implementation part, please revert entirely within the “Actual Report” for information and data.

However, the forecast is where you can leverage external sources.

If you have any questions, please ask me, and do not assume information.

Thanks