**Marketing Plan Project**

You have done a lot for your business so far, but now it’s time to create a marketing plan to help it succeed. In this project, you will be creating and describing your marketing plan. Follow the steps below to complete your marketing plan. Remember that you will be working on this for the same business you have been developing this term, and if you are working in a group, it can be completed with your partner. This project will not be presented.

**Step 1: Marketing Plan**

1. Answer the following questions about your marketing plan. You can answer these questions in a Google Slides presentation.
   1. Goals:
      1. Describe your short-term goals for your business.
      2. Describe your long-term goals for your business.
   2. Marketing Strategy:
      1. Give a product introduction.
      2. What is your pricing?
      3. How are you going to distribute your product or service?
      4. How will you promote this?
      5. How will you sell this product or service?
      6. What is your projected profitability?

**Step 2: Product Management**

1. Now it’s time to make your product or service appealing to customers. You need to answer the following questions about your business, and include it in your presentation.
   1. What is your product feature? (colour, size, look)
   2. What will the branding, packaging or labeling look like? (name, symbol/logo, design)
   3. What image of your product do you want your customer to have?
   4. What’s the price going to be?
   5. What will the packaging look like?

**Step 3: Create a Sample**

1. After you have decided what your product management will be, it’s now time to create a preview of your product or service.
2. You will want to create a preview of your product (whether that is what your branding will look like on a pizza box, a mock-up of the product or app you’re making, or sketches of tattoo designs). You can use one of the following to do that:
   1. Draw on paper
   2. Draw on Photoshop or a similar program (<https://www.photopea.com/> is a similar free website), Paint/Google Drawings, Word
   3. Create a 3-D image on [www.tinkercad.com](http://www.tinkercad.com)
   4. Use [www.scratch.mit.edu](http://www.scratch.mit.edu) to create a digital version of your product.
   5. Use any other website or application you know of
   6. Create your product with materials that you own.

**Step 4: Put it All Together**

1. Now it’s time to put all of the information you have compiled from your marketing plan into your Google Slides presentation. Make sure you include all of the above information, and check the rubric on Google Classroom to make sure you are including all the necessary information.
2. Take the time to make your presentation look professional. You need to have the following:
   1. A theme
   2. Attractive font style and colour
   3. Pictures and clip art, including your product sample
   4. No misspelled words and proper grammar.
   5. It must look organized, professional, and neat.
3. When you are finished, submit your presentation to the Google Classroom.

**Due Date: May 16th, 2024**