**Applied Marketing**

Order 1603321

Description

Select a client - a toy, video game, beverage, food product or consumer electronics company in the United States. You work for a marketing agency and you've been asked to develop a comprehensive marketing plan including financial projections and video presentation with appropriate visual aids for your client. Your marketing plan will focus on introduction of a new or existing product for a new target market over a 1-year time frame. Your plan must be based on accurate marketing research and market analysis information and must clearly present marketing strategies and implementation that show budget details. You have a $300,000 budget for promotional activities. It is important the client understand the rationale for your business recommendations and believe the proposed marketing strategies and implementation will be successful. Marketing Plan The comprehensive marketing plan with financial projections should be written as described in the course section on Developing & Evaluating a Marketing Plan. The project should be formatted as a PDF document in standard, 12-size business font with page numbers and appropriate charts and graphs including section headers as noted below. Use at least 10 outside and credible sources in APA format. List these on a Works Cited page at the end of the marketing plan. A marketing plan is composed of front matter, 10 major sections, and a Works Cited page. The 2500-word marketing plan should include the following sections: Front Matter Title Page - Include writer name, type of report, company and submission date Table of Contents - Page with major section headers and associated page numbers Major Sections 1. Executive Summary - Is a 1 to 1.5-page summary explaining the client project, business goals, marketing plan highlights, and key recommendations 2. Introduction - This includes 4 sections: a) Business overview, current situation, and state of business, b) Mission statement that should be approximately five to six sentences stating the goals, function, values, and objectives of the business, c) Detailed explanation of products and services sold, and any concerns or issues the company currently faces, and 4) promotional strategies used by the firm 3. Current Audience - Describe the group or individuals that use the client's products and include average age, the percentage of females and males, and demographics of consumers, and motivation for purchase 4. Market Research and Analysis - This should include an industry overview (size of market, rate of growth, trends in the industry, potential opportunities) and competitive analysis including marketing review of the client company and their top 3 competitors, including a SWOT analysis, and cultural and legal regulations. Use environmental scanning tools to evaluate the external environment. 5. Product/Target Market Opportunity - Based on the market research and analysis, identify a new or existing product opportunity for a new target market