

What is a Marketing Plan?

The marketing plan will cover the rationale for the business, its unique differentiation, which the principle business is most likely to be appropriate for the area in which the business will be situated but also sets it apart from other viable operations in the surrounding area. In addition to this rationale, the budgeting and financing strategy will be outlined, along with the overall marketing strategy, communication and financial marketing plan, including costing for advertising and promotion of the new venture.

Market Research Approaches

Prior to commencing any research consultation was given to the following pertinent questions, (Hartshill)

- i) What and where is the main competition?
- ii) What are the potential customer's looking for?
- iii) Where should the target population of the business be?
- iv) What is the profile of the target customer?
- v) What approaches should be taken to achieve economic objectives of the business?

In order to answer these questions, both desk and field research were undertaken and you can read the rest of the marketing plan here.

Every Researcher welcomes Research Trainee to the Every Research team, thank you for joining the ever growing talented within we have of Every Research and supplying a sample of your work above.

Why Research Trainee is the Ideal QUALITY SERVICE

- Research holds a Bachelors in Speech and Language Therapy from Sheffield University.
- Research has worked on a variety of industries, including Healthcare, Human resources and marketing and promotional, providing advice on all aspects of projects.
- Research's high profile and well rounded experience shows that she has extensive knowledge of expectations and requirements for work at both undergraduate and graduate level.

KFC Marketing Plan

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