Student Name: Student # ( )

Student SN: ( ) Section# ( )

MGT201 Company/Brand:

* **Target Market(s)** ..............................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................
* **Differentiation and Positioning Strategy** ................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................
* **Marketing Mix (4Ps)**
  + **Product:**............................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................
  + **Price:**.................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................
  + **Place (distribution channel):**…………………………………………………………. ..................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................
  + **Promotion:**...........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................