

## **Group Project Outlines**

**You have to create an idea of a product or service that doesn't exist in the market.**

**Then, try to apply what you have studied through:**

- 1- Mission for your product or service.
- 2- Brand name.
- 3- The value proposition.
- 4- Market segmentation ( geographic, demographic, behavioral segmentation.....)
- 5- Explain the four P's of marketing ( product, price, promotion, place).
- 6- Microenvironment
  - A- Suppliers
  - B- Marketing intermediaries
  - C- Competitors
- 7- SWOT analysis
- 8- Marketing targeting strategies.
- 9- Advertising