

Marketing Plan of Uzone Company

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Abstracts

The marketing plan for the “U Zone Company” will include the situational analysis, opportunities analysis, targeting and positioning analysis and marketing strategy for products, pricing, promotion and placement of the company. In it the company will acquire another technological business of sound system that will allow the business to set the tracking and sound system in the cars and it will assist in identifying the cars in crowded places with the sound system. Cont... (1200 words of this report)

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8.1. INTRODUCTION

Situational Analysis for U Zone Company

PEST analysis

Opportunities Analysis

Targeting and Positioning Analysis

Marketing Strategy

Marketing Budget

References

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