

# **New Product Development: EcoNord Waste Management, Marketing Strategy**

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## **Abstracts**

The report explains the marketing strategy of EcoNord bin lifters in terms of their product features, logo and life cycle stage. Their Ansoff analysis is done and BCG matrix is developed after those marketing objectives and promotional tools are analyzed. Risks analysis is undertaken and the financial performance is examined. Cont... (1000 words of this report)

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Product Life cycle analysis

Logo and Stimuli message

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BGG Matrix

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SMART Objectives

Proposed promotional Mix

Time and budget analysis

Matrices to evaluate communication plans

### **11. OPERATIONAL PLAN**

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Risk management

Financial plan

References

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