**MPAW Strategic Marketing – Format**

Prepare a strategic marketing implementation proposal for brand/organization. Use the below outline to prepare the same.

1. Executive Summary
2. Background/Overview – include marketing goals and objectives.
3. Marketing Frameworks – Porters Five Forces, BCG matrix, Ansoff Matrix, PESTLE
4. SWOT Analysis
5. STP framework for developing marketing strategy. Develop the positioning statement for the brand/organization.
6. Managing Products and Services. Discuss the PLC curve.
7. Managing Price
8. Managing Communication
9. Managing Distribution Channels
10. A total of 5 key marketing metrics to review implementation of strategy.

Font - Calibri, Font size -11, Max 15 pages. In case of MS Powerpoint max 30 slides.