**Marketing**

**The 7Ps of Marketing**

*Describe briefly the “7Ps of Marketing” as they relate to your business (for those that apply):*

* *Product:*
* *Price:*
* *Promotion:*
* *Place:*
* *Packaging:*
* *Positioning:*
* *People:*

**Market Research: Your Customers and Competition**

*Describe your ideal customer (who will be purchasing your product/service, key characteristics).*

*Describe your strongest competitors and how you intend to compete.*

**Name & Logo**

*What name have you chosen for your product or service? Will you have a logo and/or tagline?*

**Marketing Strategy & Tools**

*Describe your overall marketing strategy including:*

* *Traditional Marketing Tools (Signage, Storefront, Collateral, Advertising, Promotion, and Mail)*
* *Online Marketing (Website, Social Media, Email Marketing, Text Marketing, others)*