

Project:	Project Name:
Investment:	Cost:

Remember: **interest things you do in your hobby** are more important than in your job  
 (Don't forget your educational qualifications too!)

**Introduction:**

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**Body:**

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**Conclusion:**

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**Market Data:**

Market	Industry	Company	Marketing
1. <b>Segmentation</b>	1. <b>Target market profile</b> (demography and psychographics)	2. <b>Product/Service/Brand/Market</b>	3. <b>Marketing mix</b>
2. <b>Market research plan</b>	2. <b>How detailed information needed</b> (primary and secondary) & <b>primary source</b>	3. <b>How primary/secondary of</b> (include related to the topic)	
3. <b>Complete analysis</b>	3. <b>How primary/secondary information</b> (primary, target, secondary) and <b>primary/secondary source</b>	3. <b>Importance of the marketing</b> (primary/secondary) & <b>secondary/tertiary</b>	4. <b>SWOT</b>