

### Answer Key

**Project 1: Marketing Strategy**

**Marketing Strategy**

1. Identify the target market.

2. Analyze the market.

3. Determine the marketing mix.

4. Develop the marketing plan.

5. Implement the marketing plan.

6. Monitor and evaluate the marketing plan.

**Project 2: Business Plan**

1. Executive Summary

2. Business Description

3. Market Analysis

4. Organization and Management

5. Products and Services

6. Marketing and Sales

7. Financial Projections

**Project 3: Financial Statements**

1. Balance Sheet

2. Income Statement

3. Statement of Cash Flows

**Project 4: Business Strategy**

**Business Strategy**

1. Define the business.

2. Analyze the market.

3. Determine the business strategy.

4. Develop the business plan.

**Project 5: Strategic Management**

**Strategic Management**

1. Define the organization's mission and vision.

2. Analyze the organization's internal and external environments.

3. Determine the organization's strategic goals and objectives.

4. Develop the organization's strategy.

5. Implement the organization's strategy.

6. Monitor and evaluate the organization's strategy.

**Project 6: Strategic Planning**

**Strategic Planning**

1. Define the organization's mission and vision.

2. Analyze the organization's internal and external environments.

3. Determine the organization's strategic goals and objectives.

4. Develop the organization's strategy.