

**Marketing Strategy for the new 2018 Ford
Model F1 Superduty and F150 Hybrid Models**

QUESTION 1 - MARKETING STRATEGY (100 MARKS)

1.1. The marketing strategy of a business is a plan for the long-term success of the business.

1.1.1 Explain what the marketing strategy is and how the two models of F150 Hybrid are different from each other.

(100)

1.1.2. Explain what the marketing strategy is for the business?

- 1.1.2.1. 100
- 1.1.2.2. 100
- 1.1.2.3. 100
- 1.1.2.4. 100

**QUESTION 2 - MARKETING STRATEGY FOR THE NEW 2018 FORD
MODEL F1 SUPERDUTY AND F150 HYBRID MODELS (100 MARKS)**

2.1.1. Explain what is a SWOT.

(100)

- 2.1.1.1. 100
- 2.1.1.2. 100
- 2.1.1.3. 100
- 2.1.1.4. 100