

**Marketing Strategy for the new 2024 Ford
Mustang in Singapore and Malaysia (Marketing Strategy)**

QUESTION 1 - MARKETING STRATEGY (10 MARKS)

1.1.1. The marketing strategy of a business is a plan that guides the business's marketing activities.

1.1.2. Explain what the marketing strategy is and how it can be used to create a competitive advantage.

(10 MARKS)

1.1.3. Explain the marketing strategy of the business.

- 1.1.3.1. 10 MARKS
- 1.1.3.2. 10 MARKS
- 1.1.3.3. 10 MARKS
- 1.1.3.4. 10 MARKS

QUESTION 2 - MARKETING STRATEGY FOR THE NEW 2024 FORD MUSTANG (10 MARKS)
1.2.1. Explain the marketing strategy of the business.

1.2.2. Explain the marketing strategy of the business.

1.2.3. Explain the marketing strategy of the business.

- 1.2.3.1. 10 MARKS
- 1.2.3.2. 10 MARKS
- 1.2.3.3. 10 MARKS
- 1.2.3.4. 10 MARKS