

17.4: Marketing Plan Exercise - Situation Analysis

Assignment 4 - Situation Analysis

Complete the following information about the company and products/services you chose to focus on for this marketing plan exercise. You may need to conduct research to gather necessary information.

Instructions: Using the Marketing Plan Template file you created from Marketing and Consumer Value and expanded upon in Strategic Planning in Marketing and Market Segmentation, Targeting, and Positioning, complete the following section of your marketing plan: Current Market Situation/Situation Analysis.

Once complete, submit the marketing plan to your instructor for grading and feedback.

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