# Task on 1.4.2022

1. *Create business work groups (teams):*

*~4 groups per ~3 students*

1. *Discuss and suggest a business topic*
2. *Write an executive summary*
3. *Think over and suggest type of brand and its elements*

*(done)*

Prepare further parts of business plan:

1. Project and Company Description and Goals
2. Market Research and Analyses
3. Goals and Strategy of Marketing (Proposal Part), Including Brand

Prepare further parts of branding startegy:

1. Type of brand (product, corporate, …)
2. Market and brand research (competition, customer)
3. Brand identity elements (name, logo, …)
4. Trademark conditions (in your home country)
5. Brand character and personality (target group)
6. Maintaining of value (innovations, loyalty)

Upload documents to delivery room (IS MVSO) till 20.4.