# Task on 6.5.2022

*Present a presentation (.ppt) of your business plan.*

*Please address all following issues:*

Business plan:

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

Brand management:

1. Type of brand (product, corporate, …)
2. Market and brand research (competition, customer)
3. Brand identity elements (name, logo, …)
   1. Include graphical proposal of logo
4. Trademark conditions (in your home country)
5. Brand character and personality (target group)
6. Maintaining of value (innovations, loyalty)
7. CRM – Consumer relation management (description of selected software)

* Minimal extent of word semester work is 15 pages A4.
* Minimal extent of .ppt presentation is 10 slides.

Upload documents to delivery room (IS MVSO) till 5.5.2022