

Module 7: Marketing & Communications

Brand Attribute Assessment

Field	Value
Define Research Methodology	N/A
Name Top 10 Attributes	N/A
Remarks	N/A

Branding Attributes

Field	Value
Attributes	N/A
Reference Retailer 1	N/A
Reference Retailer 2	N/A
Own Brand	N/A
Brand Positioning Statement	N/A

Marketing and Communication

Field	Value
Marketing Budget	Rs. 0
Rational	N/A

Integrated Marketing

Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
N/A	Rs. 0	N/A	N/A	N/A	N/A

Marketing Competitor

Field	Value
Name of Reference Retailer	N/A
Marketing Communication	N/A
Plan Activities	N/A

Brand Journey

Space Resources for Income	Non-Space Resources for Income	Percentage of Sales	Predictions Around Changes	Changes in Marketing Communication
N/A	N/A	0	N/A	N/A

Summary

Field	Value
Marketing Submissions	N/A
Marketing Summarise	N/A

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