

Module 7: Marketing & Communications

Brand Attribute Assessment

Field	Value
Define Research Methodology	xcvbnm
Name Top 10 Attributes	i, yuiu, uiu
Remarks	hj,

Branding Attributes

Field	Value
Attributes	i
Reference Retailer 1	CAT
Reference Retailer 2	N/A
Own Brand	CAT 5
Brand Positioning Statement	N/A

Marketing and Communication

Field	Value
Marketing Budget	Rs. 90
Rational	nm,

Integrated Marketing

Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
10	Rs. 89	bnm	bnm	bnm	N/A
90	Rs. 90	hj	N/A	N/A	N/A

Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
N/A	Rs. 80	N/A	N/A	N/A	N/A

Marketing Competitor

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

Brand Journey

Space Resources for Income	Non-Space Resources for Income	Percentage of Sales	Predictions Around Changes	Changes in Marketing Communication
njn	njnjin	90.0	bnm,	bnm

Summary

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

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