

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	aa
Reference Retailer 1	2we
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
23	Rs. 0	3	2	1	uytrewq
12	Rs. 100	12	12	12	testing for

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
testing formar1, 12	21, 12	12.0	12	12

Summary

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

Last Updated: 2025-12-26 09:24:39