

Module 7: Marketing & Communications

Brand Attribute Assessment

Field	Value
Brand ID	0
Define Research Methodology	N/A
Name Top 10 Attributes	N/A
Remarks	N/A

Branding Attributes

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

Marketing and Communication

Field	Value
Integrated ID	0
Marketing Budget	Rs. 0
Rational	N/A

Integrated Marketing

Integrated ID	Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
4	N/A	Rs. 900	N/A	N/A	N/A	N/A

Marketing Competitor

Field	Value
Competitor ID	2
Name of Reference Retailer	N/A
Marketing Communication	N/A
Plan Activities	N/A

Brand Journey

Optimising ID	Space Resources for Income	Non-Space Resources for Income	Percentage of Sales	Predictions Around Changes	Changes in Marketing Communication
5	string	string	99.0	string	string
7	string	string	1.0	string	string

Summary

Field	Value
Summary ID	2
Marketing Submissions	N/A
Marketing Summarise	N/A
Group ID	3

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