

Module 7: Marketing & Communications

Brand Attribute Assessment

Field	Value
Define Research Methodology	uidsuijkjwdf
Name Top 10 Attributes	sods, sdfsd, dsfdfsdf
Remarks	hgdsfhdsf

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
Nethaji	Rs. 100	324	234	werwe	testing
Nethaji	Rs. 100	324	234	werwe	testing

Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
testing	Rs. 100	sadasd	sadasd	3223	teasjkas

Marketing Competitor

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

Brand Journey

Space Resources for Income	Non-Space Resources for Income	Percentage of Sales	Predictions Around Changes	Changes in Marketing Communication
ksmsfsdf	dsfsdnf	100.0	iusfuiew	tew9nfsgdf

Summary

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

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