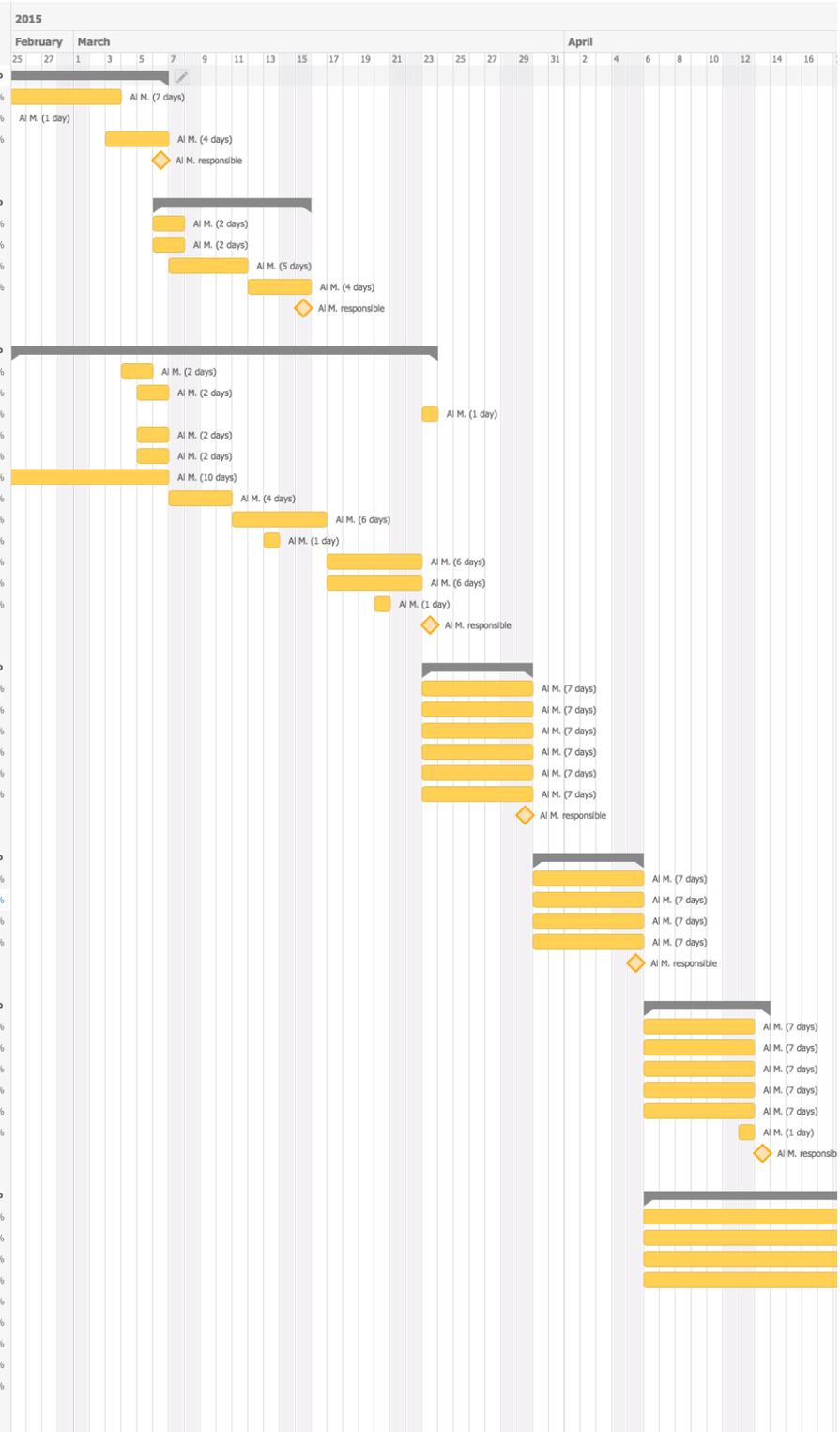
Kenyan Hot Sauces Marketing Plan

Abigpond

Client Objectives	0%	
Create Questions for client and way to capture	0%	Al M. (7 days)
Book meeting with client to discuss	0%	Al M. (1 day)
Process notes after meeting and decide next questions / summarize	0%	Al M. (4 days)
◇ Understand Client Objectives		Al M. responsible
Competitive Analysis	0%	
Create template for analysis	0%	Al M. (2 days)
List targets and what I want to know about them	0%	Al M. (2 days)
Conduct research on competitors	0%	Al M. (5 days)
Summarize notes and complete analysis	0%	Al M. (4 days)
◇ Social Media Presence Analysis complete		Al M. responsible
Audience Personas / Target Markets	0%	
Decide objectives, tracking information tool and duration of research	0%	Al M. (2 days)
Create template for personas	0%	Al M. (2 days)
Research - Secondary Reports like Mintel	0%	Al M. (1 day)
Capture image / market segments grouping from 2/23 discussion [picture] into Mir	0%	Al M. (2 days)
Create hypotheses of personas to research	0%	Al M. (2 days)
Obtain customer information from client	0%	Al M. (10 days)
Research / review tracking information to find groups of people	0%	Al M. (4 days)
Draft high-level personas	0%	Al M. (6 days)
Book meeting with Connie / Jill to discuss personas, what is missing	0%	Al M. (1 day)
Revise personas, complete	0%	Al M. (6 days)
Decide on target personas / markets (market size / potential)	0%	Al M. (6 days)
Book time with client to discuss	0%	Al M. (1 day)
◇ Personas Created		Al M. responsible
Strategy, Monitoring and Tactical Plan	0%	
Create strategy, monitoring and tactical plan outline	0%	Al M. (7 days)
Review notes and information	0%	Al M. (7 days)
Outline strategy ideas	0%	Al M. (7 days)
Review tools and decide which ones fit strategy	0%	Al M. (7 days)
Develop tactical plan - setup to tracking	0%	Al M. (7 days)
Review plan with Jill / Connie - sanity check & missing items	0%	Al M. (7 days)
◇ Strategy, Monitoring and Tactical Plan finished		Al M. responsible
Budget and ROI	0%	
Create budget / projections template	0%	Al M. (7 days)
List all items from tactical plan	0%	Al M. (7 days)
Research costs	0%	Al M. (7 days)
Develop estimates for sales from marketing efforts	0%	Al M. (7 days)
◇ Budget & ROI Finished		Al M. responsible
Presentation	0%	
Create PPT / Beyond Bullet Points dev sheet	0%	Al M. (7 days)
Outline presentation - fill out dev sheet	0%	Al M. (7 days)
Create PPT strawman	0%	Al M. (7 days)
Finish speaking notes / key points	0%	Al M. (7 days)
Develop graphics and information	0%	Al M. (7 days)
Practice / prepare	0%	Al M. (1 day)
◇ Presentation to Class		Al M. responsib
Marketing Plan	0%	
Create marketing plan template	0%	
Consolidate work products to plan	0%	
Revise draft	0%	
Develop executive summary	0%	
Hand to Connie to edit	0%	
Finish revising, prepare for handover	0%	
Book meeting with client	0%	
Print	0%	
Develop cover / graphics	0%	
◇ Plan Handover