

INTERNATIONAL MARKETING CHALLENGE

- 1) The name of my Fantasy Nation is.....

- 2) The special information about my Fantasy Nation that will help with my Marketing Plan is:
Plan is:
Culture.....
Laws.....
Technology.....
Distribution.....
Economy.....
Competition.....

PRODUCT

- 3) I have decided to call my product.....
.....

- 4) The special features of my product are.....
.....
.....
.....
.....

PLACE

5) My product will be sold at.....
.....

6) It will be sold there because.....
.....

PRICE

7) This is how much I will charge for my product.....

8) I have chosen this price because.....
.....

PROMOTION

9) I will promote my product through.....
.....
.....

10) I have chosen this type of promotion because.....
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