**Marketing Plan**

You’ve just been appointed as Marketing Manager at £65,000 a year and have been asked to come up with a Marketing Plan to refresh/renew a well know product (it could be a product extension) using the 4 Ps

Choose one of the products below and write a detailed plan

* **Target Market** – age / gender / wealth
* **Product** –will you change it / new features
* **Promotion** – how / where / why ?
* **Price** – any difference – if so why?
* **Place** – where will you sell it and are their new opportunities/places?

Heinz Spaghetti, Lego, Chanel No.5 Perfume, Odeon Cinema, Game Boy

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| Target Market |
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| Product |
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| Promotion |
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| Price |
|  |
| Place |
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