



## MARKETING PLAN

### POTENTIAL

- *Who are your potential customers? (ages, groups, gender)*
- *Who are your potential competitors?*

### PROMOTION

- *How will we advertise?*

### PLACE

- *What equipment will we need to set up your stall?*
- *How much space will we need?*
- *Where will we set up our stall - do we need to consider similar stalls?*

### PACKAGING

- *How will we package our products?*
- *How will we display our products?*

### PRICE

- *What price have we set?*
- *How much float will we require?*
- *How will we manage security?*