

Name: _____

Date: _____

Marketing

B V K J A D B V A L U E C O C R E A T I O N H R
Z A Z S M P Z P N Z L S M S T J R A M G G R O I
B L Y R Q P U T J V T E E C C I T L N S S P X J
E U G E C B S B T S L S U X O A C S S J P T N M
N E E M Q A S J O B S D N T D L Q E K O S X G D
E F T U K Y V C A E O G A Y S S C R R M U V I P
F G A S H G S I N R U R R W U O M T A M S P A H
I H R N P W F K P J G A O V R G U A J M N S P M
T G T O L I A G P E M T T P Z N H R Y K F E M N
S S S C T E O P T I A R P F I N N G V V O C A E
E S B N W N X I R N H T U T Y N M E Y E H W C X
Y G E R J M N P A I S R I N T S H T G N E R T S
K D U Z N G A L D Q C E K R H J V S I L X H Y J
I W P Y C S Y H U Q S E P K R R A E H C T E I O
Y L O R E S P O N S I V E A E X E G E J C P H Y
A F S Q I O W O A P M T F F A P T M L X Z H R C
D J I S O V M D D V S G E I T S O E B X O U Y N
E B T N P E L O R G G C D B S P M N A C I R W L
D J I S E G M E N T A T I O N I I T H N F C D T
I K O R R N T G H L B X C D H L E A C N N P W F
R I N P O A M K P F M O B Q J Q Y T A O B S C E
P R I Z A T A D Y R A D N O C E S I E F Z Q Z W
K R N S L A I T N A T S B U S V H O R J I V U X
L I G Y Q C Z W P R O M O T I O N N D T I G Y R

TARGET SEGMENTATION

VALUE COCREATION

SECONDARY DATA

OPPORTUNITIES

SWOT ANALYSIS

IDENTIFIABLE

SEGMENTATION

PRIMARY DATA

SUBSTANTIAL

POSITIONING

STP PROCESS

RESPONSIVE

WEAKNESSES

REACHABLE

STRENGTHS

TARGETING

PRIDE DAY

CONSUMERS

PROMOTION

CAMPAIGN

STRATEGY

BENEFITS

THREATS

PRODUCT

PRICE

PLACE

COSTS

VALUE

ROLE

EWC

