

MARKETING BRIEF

Your marketing brief will act as a guideline to help you outline the scope of your market.

When starting a business this confirms the type of marketing you will need and it will guide you in terms of how you will inform your customer about your product and new business.

As your company grows your marketing brief will become your instruction document with details of who is responsible for your company's marketing. As to whether its you or your team.

MARKETING RESEARCH

Your market research will help you determine who your market is , where they are, what they do, where they are in terms of spending and what it is exactly they want and need.

REFERENCES

This information was summarized by Pezile L. Mdletshe for Business Studies 2, Module 1 Marketing.

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- Burke, Sandra. (ed) 2008. Fashion Entrepreneur. Starting your own fashion business. Burke Publishing.