Additionally, you have been asked to prepare a presentation to present your marketing plan to the executive leadership team. Prepare a 10–15-slide PowerPoint presentation to present your plan to the executive staff for approval. Use the notes section to represent the highlights of your presentation. In your PowerPoint, be sure to cover the following:

* Cover page
* Agenda
* Product Overview
* Marketing Environment
* Competitive Analysis
* Target Market
* Positioning Strategy
* Research Study Proposal
* Product, Branding, and Packaging Strategy
* Distribution Strategy
* Pricing Strategy
* Promotional Strategy
* Summary