**Marketing Plan Outline for iPhone 6 by Apple**

**Identify a company (Apple) and a charge for your research project (iphone 6) at the very beginning, based on the detailed requirements for this Session Long Project. The new charge is a hypothetical task, which should be based on one of the company’s existing brands or products. It is also better to identify a new product charge for existing public firms so that you can find enough information for your task. For example, you may pick one of the following companies and charges.**

Use the following outline to organize your paper. Note that the letters “a, b, c…” and the numbers “i, ii, iii, iv” below are used to show the major issues you need to include in your paper, but should not be used to format your paper.

**I.  Product Statement (2 pages maximum)**

1. Describe the company/organization.
2. Provide brief background of the organization.
3. Describe charge you have for this marketing plan.
4. Provide a brief overview of what issue you are studying, and how a marketing perspective can help address the issue.

**II. Situation Analysis (3-6 pages)**

**Note: Only include sections that are relevant to your charge. The relevance of each section of analysis should be clear to the reader.**

 **a.**External Environment Analysis

      i.    Context Analysis

* Industry forces that might impact success of any actions taken

      ii.    Competitor Analysis

* Any organization or message that may prevent any actions taken from being successful

      iii.    Technological and Economical Situation Analysis

      iv.    Political, Legal, and Cultural Analysis

**b.**Customer Environment Analysis

      i.    Customer Analysis

      ii.    Collaborator Analysis

**c.**Internal Environment Analysis

      i.    Company Analysis