Please see the attached, response from the previous guidance.

Responses to EACH question must be MINIMUM 400 words, except Q4.

Q1.To what segments will your company market to, and what variables should be used in these segmentations?

Q2. Discuss the way your company will address your customers buying process.

Q3.Discuss what brand elements would be most useful for differentiating your company's brand from competing brands.

Q4.In a sentence or two, what is the appropriate positioning for your company's product?

Q5 what factors will you use to determine your company's strategic group, and what competitive strategy would be most effective as your company introduces this new project?