**Section 1: Introduction**  
To refresh the marker’s memory, identify the industry you used for the first assignment and briefly summarise the major trends you identified for your firm (this should take no more than 100 words).

I have used the pen industry. Pens is a new company with a focus on providing recycled user friendly products and is located in the Campbelltown area. Pens is about to release a recycled plastic environmentally friendly (Green) pen range. The pen range will use all recycled material and will have different colours.

The pen market is already established it is a mature market. Consumers are looking for deep seated reason to buy products.

Pens product need to be competitively priced to ensure sustainability in the marketplace.

Manufacturing and keeping costs low and the ability to meet supply demands will be important

**Section 2: Target market**  
Identify a chosen target market for your organisation. In order to satisfy your customers you need to know their characteristics and needs. Describe the characteristics of your target market using segmentation variables. Dedicate approximately 500 words to this section.

**Section 3: Setting marketing objectives for your organisation**  
Having identified your target market and the trends facing your organisation you are ready to identify your organisation’s marketing objectives. This means your objectives should relate to things such as consumer awareness, market share, targeting a specific segment, utilising a new distribution channel etc. As a rule-of-thumb each trend should translate into a marketing objective (e.g. for a fast food chain, the trend towards healthier diets suggests introducing a healthier menu as a marketing objective for the product strategy). But to make things easier, just identify your four major MARKETING objectives. Dedicate approximately 200 words to this section.

**Section 4: The marketing mix**  
Having identified your target market, you now need to devise a marketing-mix. Remember market planning is a process, so your marketing mix should be specifically designed in response to your situation analysis, target market’s needs and marketing objectives. Dedicate approximately 2000 words to this section.

**Section 5: Conclusion**  
A concise 200 word summary of Sections 2 through 4.