Dear OTA,

The attached file is contains two parts (market driven and customer value) but is still missing the third pat (marketing strategy) which is the required task…. Please see further details mentioned below.

Best Regards,

Requirement:

Please find attached “Under Armour” marketing report analysis. I did this report. As you know, there are 3 broad components of strategic Marketing Plan:

1. An assessment of the market driven readiness of the firm(internal analysis) 🡺 I did this part
2. A determination of customer value (external analysis) 🡺 I did this part as well
3. The marketing strategy to deliver on customer value 🡺 this part is **Required**

In other words, for this part, I am to recommend a complete marketing strategy that will deliver the customer value that I determined in the attached file.

Consistent with the marketing strategy course material, I will be evaluated on these factors:

* Demonstrated logic defending all the elements of your marketing strategy.
* Demonstrated attention to potential barriers to each element of your market strategy.
* Demonstrated attention to the completeness of your marketing strategy.

*Note: the required assignment is to* ***be no more 5-6 pages*** *double spaced, 12 point font, and 1 inch margins.*

Dear OTA if you have any question, please feel free to contact me any time.

[dr.mba.md@gmail.com](mailto:dr.mba.md@gmail.com)

Regards,