



# MEETING FOUR: CREATE A STRUCTURE

## TASK LIST: MARKETING

THE FOLLOWING TASKS WILL NEED TO BE COMPLETED BY YOUR TEAM IN ORDER COMPLETE THE **BUSINESS SNAPSHOT** AND LAUNCH YOUR BUSINESS.

### Tasks

1. Select a leader for your Business Team.
2. Read the **Marketing Prep** Document.
3. Name the Company.
4. Determine which social media tools you may wish to use.
5. Market the product or service (note that this task has multiple sub-tasks).
6. Meet with the Finance Team to determine the budget for advertising.
7. Optional: Discuss the JA Competition.

### Instructions

1. Information from the tasks highlighted in blue should be included and updated on the Company's **Business Snapshot**.
2. Download and use separate documents and workbooks as noted in individual tasks.
3. As necessary, add Topics in the blank tables at the end of the chart.

WHAT TO RECORD IN EACH COLUMN OF A TOPIC TABLE:

TASK	LEADER	DEADLINE	RESULTS	STATUS
<i>Actions related to the topic</i>	<i>Who is primarily in charge?</i>	<i>Date for completion</i>	<i>Was a decision made? Next steps? Other results?</i>	<i>Complete? Pending? Research? Other?</i>



# Topics

## MARKETING TEAM LEADER

TASK	LEADER	DEADLINE	RESULTS	STATUS
Select a primary leader for your Business Team. This person will be in charge of organizing and leading sub-meetings for this Business Team and for keeping track of progress on all assigned tasks for this portion of the Business Snapshot and keeping the portion up-to-date for the whole Company to review.				

## MARKETING PREPARATION

TASK	LEADER	DEADLINE	RESULTS	STATUS
Read the document <b>Marketing Prep</b> . For more information on marketing, view the Topic: Marketing, found after Meeting Thirteen.				

## NAMES

WHAT ARE THE NAMES FOR THE COMPANY AND NAMES FOR THE PRODUCT OR SERVICE?

NAMES SHOULD BE CATCHY AND DESCRIPTIVE, IF POSSIBLE, AND APPEALING TO YOUR TARGET AUDIENCE.

TASK	LEADER	DEADLINE	RESULTS	STATUS
Meet the Leadership team to consider names. <b>Team Crossover: Leadership</b> (The name(s) may overlap with the Leadership tasks. Work closely with that team.)				
Brainstorm names.				



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TASK	LEADER	DEADLINE	RESULTS	STATUS
Test name(s) with likely customers. <b>Team Crossover: Leadership</b>				
What are the other naming tasks?				

## SOCIAL MEDIA

TASK	LEADER	DEADLINE	RESULTS	STATUS
Meet the JA Volunteer to determine which, if any, social media tools may be available, and incorporate them as possible marketing tools wherever applicable. <b>Team Crossover: JA Volunteer</b>				

## PRODUCT MARKETING

A BUSINESS CAN HAVE THE BEST PRODUCT OR SERVICE IN THE WORLD, BUT IF NO ONE KNOWS ABOUT IT, THE BUSINESS CANNOT SUCCEED. WHAT DOES THE COMPANY NEED TO DO TO BUILD A POSITIVE RELATIONSHIP WITH CUSTOMERS AND MAKE THEM AWARE OF WHAT IT HAS TO OFFER?

TASK	LEADER	DEADLINE	RESULTS	STATUS
Meet the Sales team so that both Business Teams are focusing on the same target audience and product benefits. <b>Team Crossover: Sales</b>				
Who is the target customer, and where would they best find your marketing? Research target customer and marketing if necessary.				



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TASK	LEADER	DEADLINE	RESULTS	STATUS
What is it about the product or service that customers would find appealing?				
Who are your competitors, and what would make a customer buy from you instead of them?				
To learn more about possible competitors in your market, the Small Business Administration (SBA) has a tool on their website that may help. Visit <a href="http://www.sba.gov/tools/sizeup">http://www.sba.gov/tools/sizeup</a> for more details and ways to analyze the competition.				
Can you use a specific type of packaging to support the marketing plan?				
Is there a logo, tagline, or other marketing device that you can use as part of the strategy for communicating with your customer? Research logos and taglines if needed.				
Research market research strategies, and determine if any of those can be conducted before the marketing budget is known.				
After the financial details, such as price and break-even point, have been established as a whole Company, meet with the Finance Team to establish how much of the budget you have to spend on advertising. <b>Team Crossover: Finance</b>				



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TASK	LEADER	DEADLINE	RESULTS	STATUS
Determine marketing strategies that can be used and fit within your budget.				
Finalize and implement the marketing plan, along with additional tasks as needed. For further research, look into the 4Ps of Marketing or online: <a href="http://www.mindtools.com">Product, Price, Promotion, and Place (from www.mindtools.com)</a>				

## JA COMPETITION (OPTIONAL)

TASK	LEADER	DEADLINE	RESULTS	STATUS
If your Company is going to participate in a JA competition event, the Leadership team will inform your team about the rules and requirements, but your team is responsible to be prepared for your portion of the competition. <b>Team Crossover:</b> <b>All 5 Business Teams</b>				

## TOPIC

TASKS	LEADER	DEADLINE	RESULTS	STATUS