

Develop a marketing strategy

Answer at the following questions:

1. What does your customer want? To find out how you do it?

2. What do you want? To find out what you do?

3. What do I want to give and to whom? How can I do?

4. How and with what do I act? What are the elements that I put into the game?

N.B: for each question there is an answer in the document **Answers**.