**Marketing Management Project- CAFÉ COFEE DAY**

-Here we have to position/reposition the "Cafe Cofee Day" Company, for that we need to develop a marketing strategy

- you could focus on a single product of the CAFE COFEE DAY company and You could also define a geographical scope. An example could be - 'Reposition Classic Cappuccino in Rajasthan' [NOTE: **This is just for your understanding purpose, but select a product which can help us generate high revenue using our marketing strategy after thorough analysis**]

-The project is divided into 2 phases:

For phase 1: we need to submit

1) Situation analysis (5Cs analysis)

2) Segmentation, Targeting, and Positioning.

After we submit report on above for phase 1, we get comments from our professor in 2-3 days and considering those feedback, we can start phase 2

For phase 2: we need to make a detailed marketing strategy for our product of cafe cofee day [**WILL SHARE MORE DETAILS AFTER PHASE 1**]

**PLEASE NOTE :**

**No plagiarism- Our institute checks through Turnitin and any project score above 4% in Turnitin is rejected**

**Ensure Marketing strategy is creative and unique and do thorough research**

**No references or citations[ use can rewrite in simple words if you want to use any information]**