



## Marketing Plan Example: Virgin Atlantic Little Red

By James Carter

Grin Verlag Gmbh Mai 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Essay from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1st, University of Bath, language: English, abstract: Looking for how to write a marketing plan This is a university graded marketing plan for Virgin Atlantic's new UK domestic flight service named Little Red (Launched March 2013) This marketing plan includes:-Executive Summary- Corporate Objectives-Situation Review-Competitive Analysis- Perceptual Map-Market Segmentation & Targeting-Key Market Trends-Detailed SWOT Analysis-Portfolio Summary (Includes Portfolio Matrix)-PESTLE Analysis-Analysis Of The Current Market-Porters Five Forces Analysis-Strategic Objectives-Marketing Mix (7P's)-Proposed Marketing Budget 28 pp. Englisch.



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