Chapter 12

**Activity 12-1 Operations Checklist**

**Directions:** You are finished with the Marketing Strategies section of the business plan. Use this checklist to make sure you have everything included.

1. Place a check mark in column one for each portion of the Marketing Strategies section that you have completed.

 **Check Section**

|  |  |
| --- | --- |
|  | Product strategy  |
|  | Pricing strategy  |
|  | Place strategy  |
|  | Promotion strategy  |
|  | Promotions budget appendix |
|  | Promotions calendar appendix |
|  | Promotions metrics appendix |
|  | Promotion time lines appendix |

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_Activity12-1.docx (i.e., JohnSmith\_Activity12-1.docx).