

Name:

Date:

Class:

## **Lesson 8.3**

### **Practice Your Understanding**

1. Assume you are the owner of a tutoring service for elementary-aged children. The service is in need of a marketing plan. Prepare an answer for each of the five essential questions that need to be addressed in your marketing plan. (8.3-1)

Answer:

2. As an entrepreneur, it is always best to look at other successful entrepreneurs and see what marketing strategies they previously used to achieve their success. You probably know companies like Nike and Apple, which started out very small but now are so distinctive, with everyone recognizing their logos. Outline three marketing strategies for Nike you think have made them become such a well-known global company. (8.3-2)

Answer: