

Entrepreneurship Building a Business

Chapter 10 The Marketing Plan

Section 10.2 Reviewing and Revising the Marketing Plan

SECTION 10.2 After You Read Answer Key

Self-Check

1. With ongoing market research, you will have large amounts of data to deal with over time. You will also have in-house information as a major resource.
2. What effect will the new channel have on sales volume and stability? What effect will it have on gross profit? What effect will it have on operating costs?
3. You can identify and make strategy changes that should have been made previously but were not.

Think

4. Checklists will be different based on the type of business. Checklists should be based on comprehensive product, place, and people strategies.

English Language Arts

5. Completely, widely, usually; expensive, costly, pricey; exhaustive, thorough, sketchy. Explanations will vary.