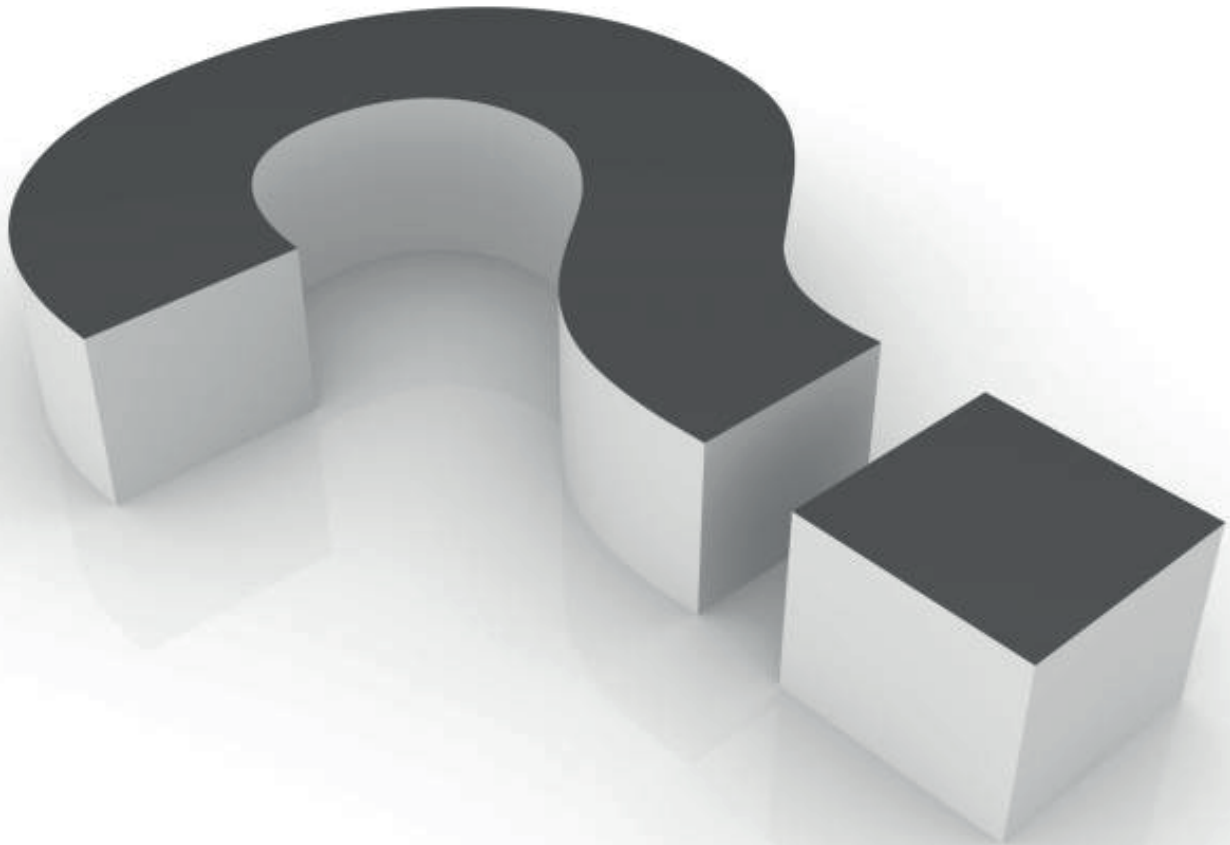




ITM
UNIVERSITY
ONLINE

ASSIGNMENT



Introduction to Marketing



Question 01: Assume that one of your college friends is planning to open a leather handbag store in a small town. Knowing that you are a marketing student, he asked your suggestion about the product, price, place, and distribution strategies. What all strategies would you recommend, which will help to flourish the business?

