**Marketing Plan Competition Assignments: Week 2**

* Read the tutorial for days 6,7,8,9,10 [Week 2 Tutorial](http://janetbelch.com/marketing/VEMP.html)
* Strengths
* Industry Threats
* Put industry analysis section into a report format
* Tri-fold section of industry analysis
* Target Market and Market Segmentation:
* Prepare these parts of the marketing plan