

I. Executive summary

The purpose of the project is to help the Proxima Command establish a proper marketing strategy and business plan to improve sales and brand awareness. The team aimed to understand the working of the company, identify the core problem and then provide practical solutions to the company. During our initial visit, we found out the main problem of the company was the lack of space and marketing plan for the customers. During the second visit, we recognized the core dilemma and we established a comprehensive understanding of the company's background and the reason for their sales trend. For our third visit, we found the elemental problems that bothered the company for a long time.

The project is divided into sections. We have the introduction of the project, the purpose, and limitations in the first section. It is followed by the background of Proxima Command, the current state of the business, the products, the location of the company and the problems faced by the start-ups in the second section. In the third and fourth sections, we define our approach, organize the data and our findings. The next step was to provide the company with solutions and hence we devised a marketing strategy in the fifth section and elaborated on the root causes, using the root cause analysis, and business analysis, using SWOT and VRIO analysis techniques. This was followed by the business plan which consisted of various marketing strategies and its implementation plan, in the sixth section. We then conclude the report and provide future directions for the company.