

Apex IT Skills Center Zafarwal

Course Name: Digital Marketing & E-Commerce

Course Mentor: Jamshaid Akhtar

Second Assignment

Assignment Objective

The purpose of this assignment is to help students develop a complete business plan and digital marketing strategy. Students will apply digital marketing and e-commerce concepts to plan a real-world business idea.

Assignment Instructions

- Select ONE business niche and build a complete business plan.
- All answers must be written in clear English.
- The assignment should be practical, realistic, and well-structured.
- Submit the assignment in PDF format.

1. Business Overview

- Business (Brand) Name
- Type of business (Product / Service / Digital Product)
- Online, Offline, or Both
- Short description of your business idea

2. Niche Selection

- Which niche have you selected?
- Why did you choose this niche?
- Is this niche trending or evergreen?
- Target audience (age, gender, location, interests)

3. Problem & Solution

- What problem does your target audience face?
- How does your product or service solve this problem?
- Why will customers choose you over competitors?

4. Products / Services

- What exactly are you selling?
- Pricing of product or service
- Unique Selling Proposition (USP)

5. Market Research

- Market demand overview
- Customer behavior

- Current market trends related to your niche

6. Competitor Analysis

- Name at least three competitors
- Where do they sell (website, social media, marketplaces)?
- Competitors' strengths
- Competitors' weaknesses
- How your business will be different or better

7. Selling Platforms

- Where will you sell your product or service?
- Why did you choose these platforms?

8. Marketing Strategy

- Organic marketing methods (SEO, content, social media)
- Paid advertising strategy (Facebook, Instagram, Google Ads)
- Influencer marketing (Yes/No – Why?)
- Email or WhatsApp marketing plan

9. Sales Funnel

- How will you attract customers?
- How will you convert leads into buyers?
- How will you retain customers?

10. Branding Strategy

- Brand name meaning
- Brand colors
- Brand tone (professional, friendly, premium, etc.)
- Logo concept (description only)

11. Budget Plan (Estimated)

- Marketing budget
- Advertising budget
- Tools or software cost
- Monthly estimated expenses

12. Future Growth Plan

- How will you scale the business?
- Future products or services
- Expansion plans (local to international)

Evaluation Criteria

Criteria	Marks
Niche Selection & Logic	10
Competitor Analysis	10
Marketing Strategy	15
Branding & Creativity	10
Practical Implementation	10
Presentation & Clarity	5
Total Marks	60

Submission Guidelines

Format: PDF | Length: 5–8 Pages | Deadline: As announced by the instructor