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1. **PROBLEM STATEMENT:** The company is experiencing a significant decline in sales and market share, primarily due to outdated product lines and inefficient marketing strategies. The management team is seeking innovative solutions to revitalize the business and improve its competitive position.

2. **SCOPE AND OBJECTIVES:** The project aims to identify the root causes of the decline, develop a comprehensive marketing strategy, and implement product improvements. The primary objectives are to increase sales by 15% within the next six months and improve customer satisfaction scores by 10%.

3. **RESEARCH METHODOLOGY:** The research will employ a combination of qualitative and quantitative methods. Qualitative methods include focus group discussions and interviews with key stakeholders. Quantitative methods include surveys, market analysis, and sales data review.

4. **DELIVERABLES:** The project will produce several key deliverables, including a detailed market analysis report, a comprehensive marketing strategy document, a product improvement roadmap, and a final project report summarizing findings and recommendations.

5. **CONCLUSION:** This project is crucial for the company's long-term success and growth. By addressing the identified issues and implementing the proposed solutions, the company can regain its competitive edge and achieve sustainable growth in the future.

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