* Marketing Mix. Based on the overall positioning strategy and positioning statement describe the elements and implementation of the marketing mix, explain how the marketing mix reinforces the positioning?
  + State the overall positioning and then explain how the marketing mix will reinforce the overall positioning in terms of:
  + *Product strategy*: describe how the product and its features support the overall positioning?
  + *Pricing strategy*: describe the price differentials to those of the key competitors. Explain the unique value proposition in terms of value versus price. Provide examples and use real prices to substantiate your discussion.
  + *Distribution strategy*: explain what distribution strategy you would use and why? What tradition channel as well as online distribution would you use and why? Give real life examples.
  + *Promotion strategy*: what would be the purpose of your overall promotional campaign and why? How does it align with the overall positioning strategy? What would be the central message? Any slogans or tag lines? What would be the promotional schedule and other related promotional tactics to support your overall promotional campaign?