MARKETINGPLAN

for our mini-company   
**manyGer**

1. **Target group**

🡪 seniors, aged people

🡪 refugees

🡪 handicapped people

1. **Our offers**

🡪entertaining e.g.

- playing games,

- reading,

- talking,

- going for a walk

- dance competitions

🡪 help keeping the household

🡪 little gardening

- mowing the lawn etc.

🡪 help with shopping

1. **Workplaces**

🡪 households near to our city

🡪 homes for senior citizens

🡪 accomodations for refugees

1. **Marketing and public relations/ advertisement**

🡪 advertisement in newspaper

🡪 posters ( with big letters= easy to read, appealing pictures)

🡪 internet

🡪 leaflet/flyer --> noticeboard, churches, supermarkets, school

1. **Financing**

🡪 sponsoring

🡪 if necessary, our own capital

🡪 ERASMUS+

1. **Possible obstacle with realisation**

🡪 ABBA (organization in Achim, which has similar offers)