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**BUSINESS LAUNCH CHECKLIST  
 *“All business failures are marketing failures”***

***Martin Glenn, chief executive of United Biscuits, and former Pepsico marketer***

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| **NON-NEGOTIABLE MARKETING TASKS** | **YES** | **NO** |
| One person solely responsible for marketing |  |  |
| Defined marketing budget |  |  |
| Competitor Analysis (marketing) |  |  |
| Defined USP / Point Of Difference |  |  |
| Press Release |  |  |
| Press Photos |  |  |
| Social Media Strategy for launch + 1st 3 months |  |  |
| Attended a networking meeting (s) |  |  |
| Contacted Local Influencers |  |  |
| Launch Event / Party |  |  |

**CONTACT DETAILS**Marketing is a non-negotiable  
If struggling with any of the above – contact Alex on the below  
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