| **Marketing communications activity/delivery** | ***Impact* on your business proposal** |
| --- | --- |
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**Analysis of possible *adjustments* to your business proposal given the impact of your marketing communications**

|  |  |
| --- | --- |
| **Marketing Plan** | **Operations Plan** |
|  |  |
| **Human Resources Plan** | **Financial Plan** |
|  |  |

**Recommending and *justifying* adjustments to your business proposal**

To support your justifications, you should use:

* the unit 5 spreadsheet model of your business proposal to consider the impact of your adjustments on your business proposal
* all relevant information from your unit 8 portfolio