**2022 全球SDGs創意企劃競賽█創意行銷組**

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| 團隊名稱 |   |
| 作品名稱 | ○○○企劃書 |
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| 一、產業/廠商/提案背景說明 |

 廠商是….

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| 二、行銷規劃 |

 可包含環境分析、定位分析、行銷組合、顧客描述、價值主張等…

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| --- |
| 三、網路行銷工具運用 |

 例如說明如何使用FB、IG、Youtube、Line@等…進行行銷

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| --- |
| 四、創新呈現 |

搭配主題說明創新呈現的內容

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| --- |
| 五、預期效益 |

企劃完成時, 預計可達成的效益評估, 如可透過哪些面向去評估(以上為參考內容, 但不限制要相同, 亦可用條列式文字或圖片呈現, 字型大小10pt) |

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| --- |
| 一、創新創業緣起與構想 |

 近年來….

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| 二、產品與服務內容 |

 本企劃主要提出…

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| 三、市場分析 |

 可運用SWOT、PEST、STP等市場分析工具…..

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| 四、營運與行銷方式 |

˙營運方式：˙行銷方式

|  |
| --- |
| 五、效益分析 |

可從市場差異化、口碑、財務、滿意等來進行評估(以上為參考內容, 但不限制要相同, 亦可用條列式文字或圖片呈現, 字型大小10pt) |

**2022 Global SDGs Creative planning competition █ Creative Marketing Group**

|  |  |
| --- | --- |
| Group Name |   |
| Title | ○○○ Proposal |
|

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| --- |
| 1. Industry /Company /Proposal Background describe
 |

 Our company comes from ….

|  |
| --- |
| 1. Marketing planning
 |

 Including Environmental Analysis, Market Positioning Analysis, Marketing Mix, Customer Description, Value Proposition etc…

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| --- |
| 1. Using Internet Marketing Tools
 |

 For example, explain how to use FB, IG, Youtube, Line@ etc... for marketing

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| --- |
| 1. Innovative Present
 |

Explain the content of innovation with the themes

|  |
| --- |
| 1. Expectation benefits
 |

When the project is done, Please estimate the benefits that you can achieve. By using what aspect to evaluate?(The above mentioned is for reference only, but not limited to the same. It can also be presented with columns, texts or pictures, font size required 10pt) |

**2022 Global SDGs Creative planning competition █ Innovative Entrepreneurship Group**

|  |  |
| --- | --- |
| Group Name |   |
| Title | ○○○ Proposal |
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| 1. The Origin and Conception of Innovation and Entrepreneurship
 |

 Recently, ….

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| 1. Product and service content
 |

 Our plan mainly proposes…

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| --- |
| 1. Marketing analysis
 |

 Market Analysis Tools such as SWOT, PEST, STP

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| --- |
| 1. Operation and Marketing
 |

˙Operating Method:˙Marketing Method:

|  |
| --- |
| 1. Expectation benefits
 |

It can be evaluated by market differentiation, word of mouth, finance, satisfaction, etc.(The above mentioned is for reference only, but not limited to the same. It can also be presented with columns, texts or pictures, font size required 10pt) |