**INSECT-BASED HAMBURGERS**

**1.Marketing Environment(appx 500 words 10%)**

**2. Marketing Philosophy(appx 500 words 10%)**

**3. Marketing Strategy (appx 1500 words 30%)**

**4.The Marketing Plan (appx 3000 words 50%)**

**Product**

**Price**

**Place**

**Promotion**