**Part 1: Action Program**

In endeavors to promote Netcolink, Starlink will perform various strategic Action Programs in the first six months including road show, media post, and trade show and besides conducting door to door campaigns to reach out and inform and lure prospective customers. To begin with, during the first month of the Action Program, with conduct a road show in the potential market areas. The exercise will commence on the 1st of the first month and last for 20 days. The road show that engage the company’s marketing staff, and a local musicians of the targeted areas will aim at sensitizing the public on the new product of Starlink (Nectolinks), the product effectiveness and affordability. By the end of the trade show, the company is expecting to have reached 80% of the local market and created a general picture of the product to the clients.

On the beginning of the second month, after creating a general image, Starlink will carry out a trade show. The activity will take place in a period of seven days; 1st, 4th, 8th, 11th, 13th, 15th, 20th and end on 23rd. This will be done on each local market at the vicinity of the residential areas. In the trade show, the marketing team will demonstrate how the Netcolink work and show various services encompassing broad band and WIFI connectivity. The team will demonstrate the internet connectivity in laptops (home computers), where they will persuade the audience that the internet connection is the strongest and the best. Again, the dexterous IT team will demonstrate their knowhow and competence in installing broadband and the connectivity. After the trade show, the firm believes it will have convinced the audience it has the best home-based internet connectivity services offered at low costs and the most qualified installation team.

Thereafter, the Starlink will engage in a door to door campaign meeting individual potential customers. In the program, the marketing team will demonstrate the strength and the efficiency of the website connection services. This will target the middle as well as low income earners. In low class customers, the company will show how WIFI connection will work. The company aims to garner customer confidentiality in the program. By the end of the exercise, Starlink expects to have won a good number of customers, as it will be connecting WIFI to low class and broadband to the middle calls. Given the wide range of the geographical coverage, this exercise will kick off on the middle of the 3rd month (15th) and last for 2 months since the company aims to reach largest number of clients possible.

Lastly, due to emerging use of social media, the company will venture social website posts to reach large population. This will be done on the whole of the sixth month. The company will create Facebook as well as tweeter in which it opts to post pictures, and description of the services emphasizing on the efficiency of the home connectivity, the staff expertise and most important the affordability of the service. The company also aims to get feedback from the clients the sites on the product for further improvement.

**Part 2: Financial Projections & budget**

Following six month busy period of unrelenting marketing campaign and the effectiveness as well as affordability of the product, the firm aims to raise the volume of sales by 40%. This will involve realizing a 30 % of WIFI connections in low earning homestead and 50 % increase of both sales of broadband connections and installation services. These sales volumes are projected to amount to approximately 30 % increment in income for this first year of the exercise. The aggregated expected sales after a year are $ 100 000.

The company expects to spend a total of $ 2200 throughout the marketing operation. Around $ 500 will be spent on TV adverts, $ 200 on print, $ 150 social media, $ 200 on trade show forum, $ 600 on road show and $ 550 on door to door campaign. As seen above, road show and door to door exercise are expected to take the largest portion of the budget. This is so because the company intends to reach more people by conducting door to door exercise. As hitherto seen, this activity will take the highest duration (2 months) and definitely will consume higher budget.

The breakeven is possible for this case in case the total costs equal the total revenue. There are incidences of worst case scenario, for instance, after spending on the marketing campaign there may not be corresponding sales as projected. This may lead to a point where the total sales become equal to the sum of the expenses. For instance should we incur a total cost of $ 28 000 and realize $ 28000 income. At this point the Starlink is likely exhibit breakeven. However, we have taken all the appropriate to avoid incidences of this situation or incurring a loss.