

**Sindh Tourism Development Corporation**

	<b><u>Key observations</u></b>	
<b><u>Background</u></b>		
<b><u>Industry/Competition</u></b>	<b><u>Key Benefit / Promise</u></b>	
<b><u>Audience</u></b>	<b><u>Communication Objective</u></b>	
<b><u>Support</u></b>		
	<b><u>Tone</u></b>	