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Marketing Plan

Introduction

Provide here an overview of the contents (structure) of this chapter.

Business Idea Formulation

Business Model

Market Analysis

SWOT Analysis

Strategy

Strategic Objectives

Segmentation and Targeting

Positioning

Marketing-Mix

Brand

Marketing Programmmes

Programmes

Budget

Control

Summary

Provide here the conclusions of this chapter and make the bridge to the next chapter.

Based on this market/economic analysis, the team decided to create <specify the type of product> intended for <specify the market niche> because <specify here the relevant market-related reasons>. Consequently, the team decided to design a solution with the following <specify here the features added for market reasons>.

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