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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

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Segmentation and Targeting

Positioning

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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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