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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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