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1. Marketing Plan

1.1 Introduction

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

1.2 Business Idea Formulation

1.3 Business Model

1.4 Market Analysis

1.5 SWOT Analysis

1.6 Strategy

1.6.1 Strategic Objectives

1.6.2 Segmentation and Targeting

1.6.3 Positioning

1.6.4 Marketing-Mix

1.6.5 Brand

1.7 Marketing Programmmes

1.7.1 Programmes

1.7.2 Budget

1.7.3 Control

1.8 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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