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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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