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 **MARKETING PLAN**

. It is a marketing mix to improve your commercialization strategies (product, price, place or distribution and promotion).

 a) Market Analysis:

-a description of the industry sector and the position we hope to achieve.

-the most important competitors and market positioning of them.

-how is my product or service different to those offered by my competitors?

-why will customers purchase the product or service from me rather than my competitors?

-are there any barriers to me entering the market?

-what makes my competitors successful?

b) Marketing Strategy:

-define the market target and the market-oriented pricing strategies.

-to do an advertising plan and how the product or service is going to be distributed.

- sales strategies. -steps to close a sale.

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