

Marketing decisionsMarketing report for a new Company

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Abstracts

This report will highlight marketing decisions for launching a new company, I selected a car company name Spenser Car Company, marketing decisions and other marketing matrices can be seen in the following report and outlines of the report are briefly mention in table of contents. (continued...)wordcount of report: 2250 words

Contents

Description and analysis of the general environment with its most 3 influential components:

Description and analysis of the industry environment using the five forces model of competition

Porters Five Forces Model:

Description and analysis of the competitor environment:

Resources:

Description and analysis of the capabilities of the company

Use the “four criteria of sustainable competitive advantage” to identify, define, and analyze the core competencies of your company.

Use the “value chain analysis” to identify, define, and analyze the core competencies of your company.

Internal Environmental Analysis:

Measures to address the deficiencies:

Preliminary identification of competitive advantage

References

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