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## **Abstracts**

Situation analysis includes the internal and external environment inspection of the company. There are various tools of evaluating the internal and external environment as SWOT analysis, STEEP analysis, PEST analysis etc so we will do the SWOT analysis and the PEST analysis for evaluating the internal and external environment of the company along with the market analysis and competitive analysis. Cont... (1500 words of this report)

## Contents

Marketing Plan Development  
Situation Analysis  
SWOT analysis  
PEST Analysis  
Goals and Objectives  
Implementation, Evaluation and Control Section  
Assign Responsibilities  
Measure Performance  
Correct Errors

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