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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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