

# New Product Launch Project, The Planner Application

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## Abstracts

The Planner Application is a unique online app that will assist the customers to get access to the various online stores to buy different things according to the choice so that to celebrate and arrange different special events and occasions for their loved ones. The application will also provide the different recommendations for managing the event for the dear ones. The external and internal environment analysis for the business support the feasibility of the idea and the financial analysis also favor the positive inflow of cash soon after one year of operation. The analysis of the different plans along with the implementation strategy encourages us to move for the operational stage of the business. The company plan to acquire the online store for providing the different designs for their wedding planning and also provide online the several gifts, flowers etc for their event. Cont... (2200 words of this report)

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