

New Product Launch Project, Spencer Car Company

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Abstracts

I selected "Spencer Car Company" company that provides the car production to the different potential customers of the company with the distinctive form of the hybrid engine. Cont... (2250 words of this report)

Contents

General overview of the company:

Vision:

Mission:

Products and services:

The main products and services of the company include;

Hybrid engine cars

Car accessories

Tires

Car repairing for just own cars of the company

After sales services.

Stakeholders:

Identification of the market:

Clients:

Industry:

Future goals:

Marketing plan:

Management plan:

Financial plan:

Human resource plan:

Operational plan:

Customer profile:

Market size and trend:

Market profitability:

Online markets:

Porters Five Forces Model:

Description and analysis of the competitor environment:

Resources:

Description and analysis of the capabilities of the company

Internal Environmental Analysis:

Measures to address the deficiencies:

Preliminary identification of competitive advantage

References:

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