

# Starting New Business in Japan, Marketing Plan

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## Abstracts

The development of the marketing plan is associated with the various stages such as the situation analysis that includes the analysis of the internal and external environment of the new business in the Japan. Then the goals and objectives of the new business in the Japan will be included. Strategy for the company is included along with the mode of the entry into new market. Budget and the action plan for the new business will also be included in it. The development of the marketing plan will assist in designing the marketing plans and strategies that will assist in gaining the leading edge in the market. Cont... (2000 words of this report)

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