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# Executive Summary

# Analysis of the Current Situation

## The market situation

## Situation of the services and products

## Competitive Situation

## Situation of distribution

# SWOT Analysis

## Analysis of the external environment (opportunities and threats)

### Opportunities

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### Threats

## Internal Environment analysis (strengths and weaknesses)

### Strengths

### Weaknesses

## Analysis of related issues

# Financial and Marketing objectives –

## Financial Goals

## Marketing goals

### Timeline

# Marketing strategy

## Marketing approach to achieve goals

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## Market segments – Targets

## Positioning and Differentiation

## Product and services strategy

### Type of products offered:

### Types of service offered:

## Pricing strategy

## Distribution strategy

## Promotion and sales strategy

## Technology strategy, research and development

# Action Plan

# Projection of financial results

# Controls

## Contingency plans

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| Approvals | | |
| Participant | Signature | Date |
| Project Sponsor |  |  |
| Project Manager |  |  |