**En utilisant les données de votre projet de création d’entreprise (domaine de votre spécialité) et les éléments des supports de cours fournis, complétez le canevas de l’étude commerciale en annexe.**

**Etude commerciale**

**LE MARCHÉ**

Marché actuel, marché potentiel ….

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**Stratégie marketing**

**SEGMENTATION**

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**POSITIONNEMENT**

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**Action commerciale**

**POLITIQUE DE PRODUIT**

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**POLITIQUE DE PRIX**

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**POLITIQUE DE DISTRIBUTION**

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**POLITIQUE DE COMMUNICATION**

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