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The Cambridge Strategy Group takes advantage of the small business owners' need for marketing and management skills, the scarcity of those skills in the market, and the lack of any major competitor owning the concept of "small business consulting."

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The marketing strategy section of your business plan builds upon the market analysis section. This section outlines where your business fits into the market and how you will price, promote and sell your product or service.

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C 1 APPENDIX C Sample Marketing Plan

marketing plan. The plan focuses on the company's growth strategy, suggesting ways in which it can build on existing customer relationships, and on the develop-

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The important point to remember is that the marketing plan is a document designed to present concise, cohesive information about a company's marketing objectives to managers, lending institutions, and others who are involved in creating and carrying out the firm's overall business strategy.

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Writing the Marketing Sales Strategies Section of Your

One of the most important sections of a business plan is Marketing and Sales Strategies which outlines your plan for reaching and selling to your target market. While you want to have a wonderful product or provide stellar service, it's all for nothing if you don't have customers and clients.

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Marketing Strategy Sample Business Plan Entrepreneur

The marketing strategy most frequently cited by respondents was either to be the first to the market with a new product or to find a market niche and develop it. These companies much less frequently wait for a market to develop.

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