

## [SAMPLE MARKETING PLAN](#)



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### **C 1 APPENDIX C Sample Marketing Plan**

read components of a marketing plan, is a synopsis of the market-ing plan. Although it does not provide detailed information, it does present an overview of the plan so readers can identify key issues pertaining to their roles in the planning and implementa-tion processes. Although this is the first section in a marketing plan, it is usually

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