113000		
And		classmate
Her		Date 2 0 09/13
		Page
	Place markething	A BANK A
	Planing - 4P comes this	minor to an increase of colors and colors and analysis and colors and an artist and artist artist and artist artist and artist and artist artist and artist artist and artist artist and artist art
- 1	5 Parplementation > Gros	meanine of
	5 Pullementation > Cood Geraluation + \$\$\$ + hand t relationship	- marketting
	Strength weathers oppurately	Threat-
ľ	S W O	1. (a) T
	Segmenting Pargetting Parisposing	MANUT
,		<u> </u>
	· Executive numary	
	· executive humany	inh. PART
	· Situation analysis	LL Jalak
		Materia
	· Marketting objectives & goals	
alia ese	E. C	CANGAN
	· Markething strategies	Name !
BELLA:	Service Control of the Control of th	7 19 St. 1-37
*	· Emplementation	11.11.11
- 1	· Emplementation	
	· Olminal har of the o	
	· Evaluation & contr	
	Market 1144a.	
	Market usland	
	of is the schematic gathering, recording & and	lycin of data
	It is the schematic gathering, recording & and about problems relating to the marketling of	of goods of ecevices.
	Types of markets	
	· Monopoly -> Endian ranceways	
	Menia	
	Means multiple users, single julis Duopoly, topoly, -> Uber obs, sweet/A	
	mupouf, on poly, - Uber oba, sevel/A	MD
		March Committee
	· Ollsoholy	
	ulgoholy	

	Brews Warner 11
	hume, term, sign, symbol, design on a couldernation of the above to identify the gods or sewices of a teller of differentiate if from the proposal interest of the
	the about to identify the gods or services of a toller
<u> </u>	& differentiate it som the post of
	competition
	A hand compreses of
	Jargible attribute. -> Product, partaging, whethis, attributes
1000	Functional benefits
	sutaingule attributes
	mand identity -> .
	On O heald of
	Surplus all the activities that are meanany to
	numme a brand iate a healthy carm from.
	haw equity
	- Reduced marketing cost
_	- Trade Livelage - Com charge a higher frice
	- Con charge a miner fuce
_	
	The state of the s
-	1
	Annal:
	Her where Advantage Regormance Courie down
- Our il	Advantage \
300	Reyormance Courie down
	Relevance.
	Survivos of Relevance
	Reserve Do you prose
	about 42

Scanned by CamScanner