

Marketing Plan

- 1) Entrepreneuria Idea (innovative and creative opportunity to create a business/firm)
- 2) Characterization of the firm
- 3) Market study (sector's characterization, competition and clients)
- 4) Marketing Plan (products/services, politic of price, promotion and place)
- 5) Strategy (mission and objectives, SWOT analysis, and type of strategy)
- 6) Final remarks