**I. MARKET ANALYSIS**

**1. Describe your company's product and its characteristics.**

**2. Indicate how you are going to calculate the sale price of your product.**

**3. Consumers**

Define the market segment the company is targeting, its "target group" and the reasons that motivate consumption.

Identification of who is involved in the purchasing process: Prescribers, etc.

**4. The demand**

Identify the real and potential market of your company. It is possible that you do not have all the information for your geographical area of ​​action, in that case you can extrapolate the data obtained from broader territorial areas.

https://www.ine.es/dyngs/INEbase/es/operacion.htm?c=Estadistica\_C&cid=1254736176741&menu=ultiDatos&idp=1254735576692

**5. Suppliers and Intermediaries**

Indicate which are the main suppliers and intermediaries of your business.

**6. Competition**

Identify your competition, study it to learn from it and point out its weaknesses to overcome it.

**Conclusions: diagnosis of the initial situation**

**Make an assessment of the information collected.**

**II. MARKETING STRATEGIES**

Describe some of the marketing strategies that you would adopt in your business idea.

Describe what type of communication strategies you are going to use.

**III. ORGANIZATION OF BUSINESS ACTIVITY (MARKED GOODS AND / OR SERVICES)**

Briefly comment who your main suppliers are, what distribution channels you have chosen for your products. Have you considered having a minimum stock in the company of the different products you offer? Justify your answers.

**IV. ORGANIZATION OF HUMAN RESOURCES**

Describe the characteristics of the different work positions in the company and the composition of the workforce.

Draw the organization chart of the company.