**BUSN319 MARKETING PLAN OUTLINE**

**Cover Page**

**1.** Marketing Plan for Organization/Company name:

**2.** Presented by:

**3.** BUSN 319

**4.** Final submission date:

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**2.** Company Description

**3.** Strategic Focus and Plan

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**b.** Goals

**c.** Core Competency and Sustainable Competitive Advantage

**4.** Situation Analysis

**a.** SWOT analysis

• Internal **S**trengths and **W**eaknesses: Management, Offerings, Marketing, Personnel, Finance, Manufacturing, and Research and Development (R & D)

• External **O**pportunities and **T**hreats: Consumer/Social, Economic, Technological, Competitive, and Legal/Regulatory

**b.** Industry Analysis

**c.** Competitor Analysis

**d.** Company Analysis

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