Final Paper 1

Running head: MBA-560 Marketing and Strategy

# 9-1 Final Project Submission: Comprehensive Business Plan

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Instructions: Using the information that you have already done, cut and paste it into these topics.

**Executive Summary**

**Context:**

**Defining Features**

**Fit**

**Effectiveness**

**Need:**

**Target Market: Basic Demographics**

**Target**

**Market: Other**

**Want or Need**

**Why**

**Strengths: Weaknesses: Opportunities:**

**Assess**

**Consumer Trends**

**Ethics**

**Affect**

**Core Competencies**

**Pricing: Costs**

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**Refinement:**

**Evaluate the Success**

**Feedback Loops**

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**Articulation of Response**

**Resources**

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