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1. Introduction

- Overview of the project
- Objectives and scope
- Key stakeholders
- Project timeline
- Risk management
- Communication plan
- Conclusion

2. Analysis

a)

- SWOT analysis
- PEST analysis
- Porter's Five Forces
- Stakeholder analysis
- Financial analysis
- Conclusion

b)

- Market research
- Competitive analysis
- Customer segmentation
- Product positioning
- Pricing strategy
- Distribution strategy

c)

- Marketing mix
- Promotion strategy
- Place strategy
- Price strategy
- Product strategy
- Conclusion



