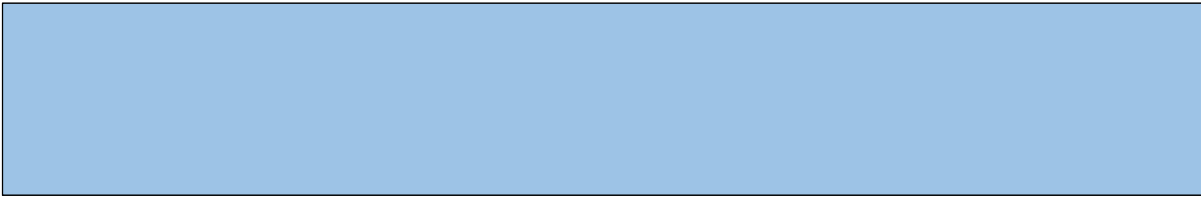


THE INTERNATIONAL MARKETING **PLAN**

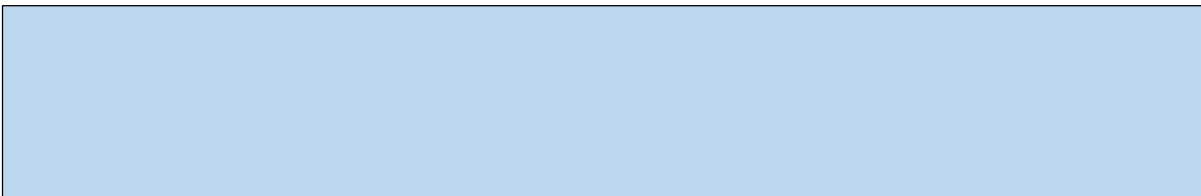
01 SUMMARY



02 INTRODUCTION



03 SITUATION ANALYSIS



04 OBJECTIVES

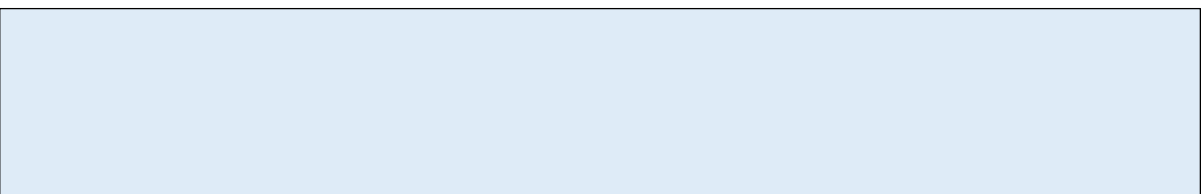


05 TARGET MARKET / TARGET GROUP



06 MARKETING MIX STRATEGY

06.01 *Product*



06.02 Price

06.03 Distribution (Place)

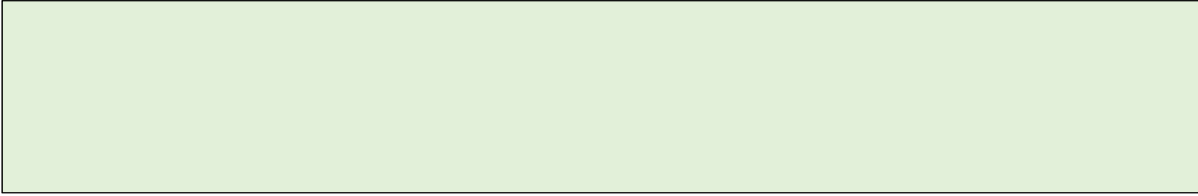
06.04 Communication (Promotion)

06.05 People

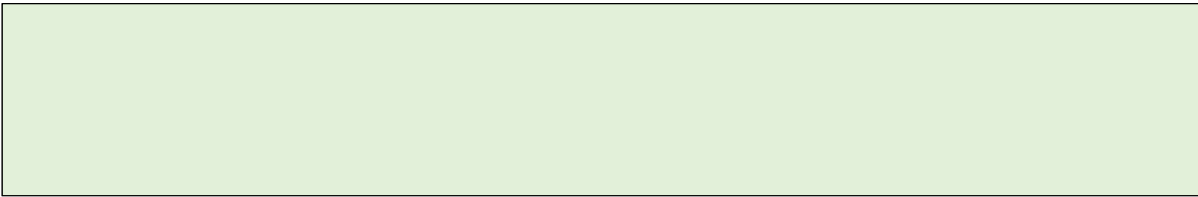
06.06 Process

06.07 Physical Environment

07 BUDGET

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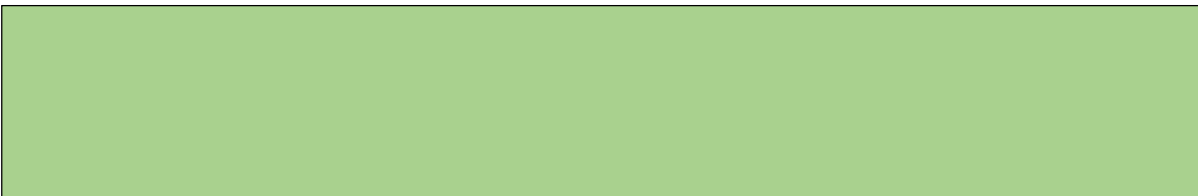
08 IMPLEMENTATION

A light green rectangular box with a thin black border, intended for implementation details.

09 EVALUATION

A light green rectangular box with a thin black border, intended for evaluation notes.

10 FUTURE OUTLOOK

A light green rectangular box with a thin black border, intended for future outlook information.