***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**

08 **IMPLEMENTATION**

09 **EVALUATION**

10 **FUTURE OUTLOOK**