



Tekrum Marketing Plan for Malaysia

By Carmen Nowak

GRIN Verlag Apr 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A (1,5), Anglia Ruskin University, course: International Marketing, language: English, comment: Der Arbeit behandelt die Erstellung eines Marketingplans am fiktiven Beispiel von Tekrum Keksen. Einige Daten entsprechen daher nicht der Wirklichkeit und sind im Zuge der Erstellung des Plans erfunden worden, was aber keinerlei Auswirkungen auf den Marketingplan hat. Daten, die erfunden worden sind, sind als solche gekennzeichnet. , abstract: I. Content II. List of Tables III. List of Figures IV. List of Abbreviations 1. Introduction & Mission Statement 1.1. Introduction 1.2. Mission Statement 2. Current Market Position (Internal Audit) 2.1. Product 2.2. Place 2.3. Price 2.4. Promotion 3. Market Overview (External Audit) 3.1. General Market Overview 3.2. Information about Malaysia 3.3. Asia-Pacific Market Value 3.4. Asia-Pacific Market Volume 3.5. Market Segmentation 3.6. Market Share 3.7. Competitors in Malaysia 3.8. Distribution 3.9. Market Value Forecast 3.10. Market Volume Forecast 3.11. Flavour Preference Asia 3.12. Western Products & Quality Products in Malaysia 3.13. PESTEL-Analysis of Malaysian...



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