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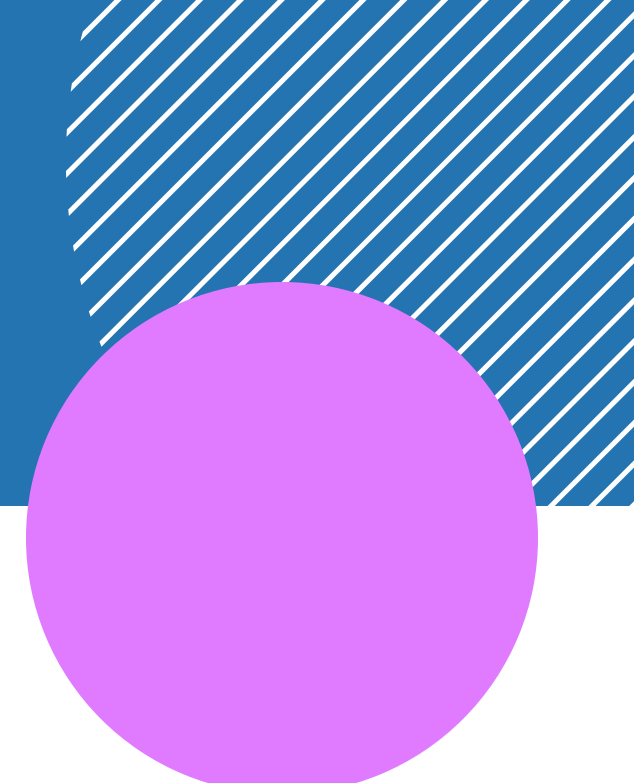
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**EMARKETING
STRATEGY
DEVELOPMENT -
RIGHT TARGET, RIGHT
ACTION, RIGHT
TIMING**

MARKETING STRATEGY DEVELOPMENT – RIGHT TARGET, RIGHT ACTION, RIGHT TIMING



The development of the right marketing strategy will determine the success and failure of an organization. As such, organizations are required to anticipate what are the current and future trends, their competitors and coming out with the right strategies to outwit competitors and at the same time to grab a bigger share of the market which will lead to higher sales.

MODULE OUTLINE

- Module 1: Starting with the “Right” marketing mindset
- Module 2: The fundamentals of marketing
- Module 3: Internal and external environmental scanning
- Module 4: Developing a strategic marketing plan
- Module 5: Marketing Mix Formulation
- Module 6: Implementation of the plan

WHO SHOULD ATTEND

- Suitable for participants who want to gain more insight into increasing sales through developing the right marketing strategy
- Marketing
 - Sales