

Table of Contents

- **Marketing Plan** 3
 - Introduction 3
 - Business Idea Formulation 3
 - Business Model 3
 - Market Analysis 3
 - SWOT Analysis 3
 - Strategy 3
 - Marketing Programmmes 3
 - Summary 3

- Marketing Plan

- Introduction

Provide here an overview of the contents (structure) of this chapter.

- Business Idea Formulation

- Business Model

- Market Analysis

- SWOT Analysis

- Strategy

- Strategic Objectives

- Segmentation and Targeting

- Positioning

- Marketing-Mix

- Brand

- Marketing Programmmes

- Programmes

- Budget

- Control

- Summary

Provide here the conclusions of this chapter and make the bridge to the next chapter.

Based on this market/economic analysis, the team decided to create <specify the type of product> intended for <specify the market niche> because <specify here the relevant market-related reasons>. Consequently, the team decided to design a solution with the following <specify here the features added for market reasons>.

From:

<https://www.mads4e2026-wiki2.dee.isep.ipp.pt/> - **MADS4Engineering**

Permanent link:

<https://www.mads4e2026-wiki2.dee.isep.ipp.pt/doku.php?id=report:mkt&rev=1771276089>

Last update: **2026/07/07 18:15**

