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## CHAPTER 7 The Marketing Plan

All marketing efforts begin and end with the customer; focus is on the consumer's needs this philosophy is the most consistent with long-term success of the  
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Marketing plan is the essential part of business plan. It is the outline or blueprint of overall business efforts that frames in order to achieve goals and objectives of marketing. It also helps to direct and co-ordinate the process of marketing.

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Agenda Housekeeping Business leader co-operation Discussion Chapters 5, 6, 7, and 8, Longenecker, Petty, Palich and Hoy, Small Business Management: Launching & Growing Entrepreneurial Ventures

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