

Market Audit And Analysis - Nicole Lorat

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This report uses an anonymous company which is looking at the process of conducting a complex marketing audit to provide information for corporate planning, identifying external factors influencing its commercial performance and ensuring the use of effective strategies to promote its products, markets and distribution channels in a complex and diversified market place. This report is to help the organisation evaluate the most appropriate analysis tools. It therefore looks at the micro and macro environment, the role of marketing information and research, critical assessments of analytical tools such as PESTEL, Porter's five force analysis, SWOT analysis and Boston Matrix. Author: Lorat, Nicole Publisher: GRIN Verlag Illustration: N Language: ENG Title: Market audit and analysis Pages: 00016 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638473958 Category: Business & Economics : Marketing - General

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