

# Metso Paper - B2b Marketing Plan For Streamline Onsider Wrapping Machine: B2b Marketing Plan For Streamline Onsider Wrapping Machine - , Noora Aivio

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The following marketing plan gives a review about the paper industry company Metso Paper. Furthermore we focus on the Business-to-Business relationship Metso has with its customers and partners. The first part of the available report contains a brief introduction about the Metso Corp. and its business field Metso Paper. It shows a company profile, the company history in brief and some key figures about Metso Paper. In the second part we analyse the actual situation and give an overview about the paper machine market, the competition and the product we want to offer. Furthermore this part contains Porters Five Forces, a SWOT analysis, gives keys to success and information about the production process. The B2B - Marketing strategy is the third part of this report and show the mission, target markets and the marketing mix for our product - paper machines. In the fourth part we explain the financing of our marketing plan and show a sales forecast, calculation of contribution margin, expense forecast and the marketing expense budget. With the fifth part we give an overview about the controls and how we organise all the marketing actions. Author: Borchel, Robert Author: Aivio, Noora Author: Arteche, Maria Publisher: GRIN Verlag Illustration: N Language: ENG Title: Metso Paper - B2B Marketing Plan for StreamLine Onsider Wrapping Machine: B2B Marketing Plan for StreamLine Onsider Wrapping Machine Pages: 00044 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638384513 Category: Business & Economics : Marketing - General

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