

THE THEORY OF MARKETING PLANNING IN ANIMAL FARMS

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Abstract

The strategic plan of a company represents the first step of planning and establishes the stakes to issue secondary detailed plans to fulfill the organization's objectives. These secondary plans have in view each organizational division, each strategic unit of activity, each category of products and each product specifically as well as the important targeted markets. One of the most important parts of any strategy is the marketing plan.

Key word: marketing plan, marketing activity, profit, targeted market