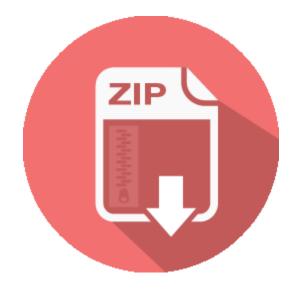
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C 1 APPENDIX C Sample Marketing Plan

marketing plan. The plan focuses on the company s growth strategy, suggesting The plan focuses on the company s growth strategy, suggesting ways in which it can build on existing customer relationships, and on the develop-

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