

# PLAN MARKETING

## ANALYSE DE LA SITUATION DU MARCHÉ

### AUDIT EXTERNE

ETUDE DE MARCHÉ

ANALYSE DE LA  
CONCURRENCE

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### AUDIT INTERNE

RESSOURCES  
ET COMPÉTENCES

ANALYSE PARETO  
« 20/80 »

CHAÎNE DE VALEUR  
(MODÈLE DE PORTER)

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ANALYSE SWOT

LES « 7S » DE MC KINSEY

## SEGMENTATION / CIBLAGE / POSITIONNEMENT

SEGMENTATION

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POSITIONNEMENT (MAPPING)

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MIX MARKETING / « LES 4 P » (LES « 10P »)

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MATRICE D'ANSOFF

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MÉTHODE DE PRÉVISIONS

FIXATION ET FORMULATION DES OBJECTIFS (SMART)

# Le Marketing Laquo Que Saisje Raquo Ndeg

**Guillaume Favre**



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