



Market audit and analysis

By Nicole Lorat

GRIN Verlag Okt 2009, 2009. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B (Credit), , 0 entries in the bibliography, language: English, comment: The CIM is a professional institute in the UK. This assignment was an exam work for the Professional Diploma in Marketing. The assignment covers the need for micro and macro environmental audits as well as a critical appraisal of available tools. , abstract: 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. 20 pp....



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