

I'm not a robot!

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## The Marketing Plan Outline

## Executive Overview

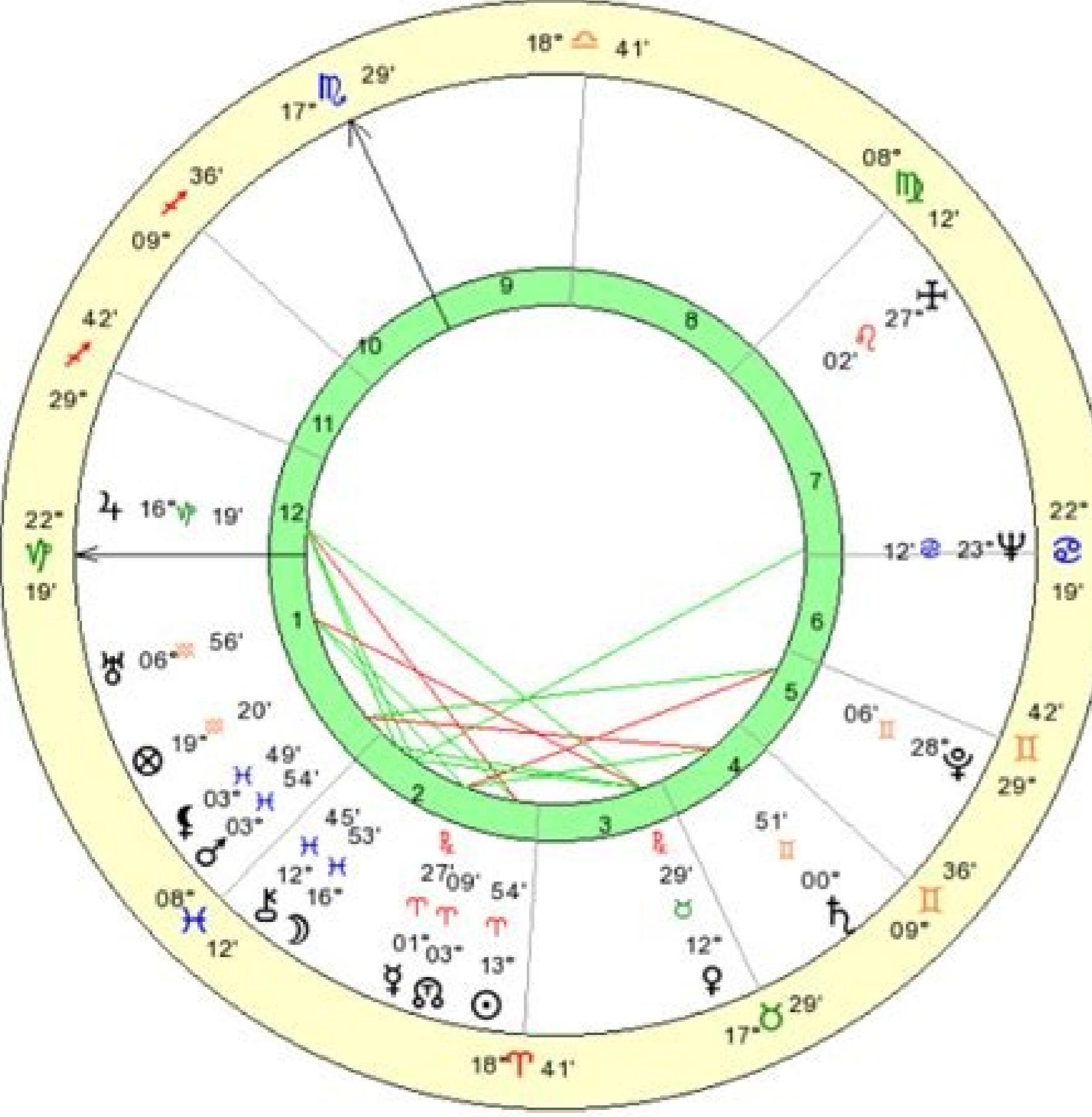
1. Market Review
    - Trends overview
    - Market segments
    - Target market
      - primary
      - secondary
  2. Competitive Review
  3. Product and Business Review
  4. Strength, Weaknesses, Opportunities, Threats
  5. Goals and Objectives
    - Sales objectives
    - Marketing objectives
  6. Strategies
    - Positioning
    - Product
    - Pricing
    - Distribution
    - Communications/Promotion
  7. Action Plan and Implementation
    - Media plan
    - Budget
    - Schedule
    - Assignments
  8. Evaluation
    - Lead tracking systems
    - Sales reviews

We'll discuss all of these different parts in the following sections.

## Executive Overview

## INTRODUCTION

- ▶ Every programming language has precise rules that prescribe the syntactic structure of well-formed programs.
    - ▶ Program is made up of functions, a function out of declarations and statements, a statement out of expressions
  - ▶ The syntax of programming language constructs can be specified by context-free grammars
  - ▶ A context-free grammar
    - ▶ gives a precise syntactic specification of a programming language
    - ▶ the design of the grammar is an initial phase of the design of a compiler.
    - ▶ a grammar can be directly converted into a parser by some tools.



	Aims	Methods	Population	Conclusion	Evaluation
Source 1					
Source 2					
Source 3					
Source 4					

