

Business Report

Marketing Plan:

- Marketing Environment
- Marketing Environment Analysis (PEST)
- Power Usage Characteristics, Marketing Process
- Marketing Environment Issues
- Market Structure
- Competitive Analysis
- Marketing Environment

Marketing Plan:

- Marketing Initiatives
- Marketing Environment Analysis (PEST)
- Opportunities – New Plan – Only Strategic Options
- Marketing Environment Issues
- Market Structure
- Competitive Analysis

Opportunities:

- Identified key opportunities for new market.
- Opportunities present right.
- Emerging business sectors – need to be aware.
- Ensure the conditions for the opportunity are right.
- Ensure no new market or opportunity requires further funding.
- Opportunities require a sensible approach.
- Ensure the right business environment is in place.

Business section: Page

Marketing section (Marketing Summary page)

Marketing Initiatives (Marketing Initiatives – page)

Marketing Environment (Marketing Environment)

Marketing Initiatives

Marketing Initiatives

Market analysis (Market Analysis page)

Market analysis (Market Analysis page)

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