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|  | **“THEME”** |
| **Category** | **Strategy** |
| Target Market |  |
| Positioning Statement |  |
| Offering to customers |  |
| Price Strategy |  |
| Distribution |  |
| Sales Strategy |  |
| Service Strategy |  |
| Promotion Strategy |  |
| Marketing Research |  |
| Any other component of your marketing plan |  |