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https://www.100test.com/kao_ti2020/500/2021_2022__E5_95_86_E5_8A_A1_E5_AF_B9_E8_c96_500668.htm In this conversation, Tanya Nichols, the owner of an ice cream manufacturing company, is talking with her marketing manager, Carla Hutchison, about the marketing strategy for a new product. Tanya: So, Carla, do you have a marketing plan for our new ice-cream sandwich? Carla: Yes I do. After going through our S.W.O.T. process, I think we ' re in good shape. One of our main strengths is the quality of our ice-cream, and there ' s is a good market opportunity for the novelty of a choice of flavors. Since our company already has a good image,I don ' t see many weaknesses. No other company sells ice-cream sandwiches with a choice of 5 flavors, so there ' s no threat to speak of, either.

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