

商务对话实战营销策略篇 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/500/2021\\_2022\\_\\_E5\\_95\\_86\\_E5\\_8A\\_A1\\_E5\\_AF\\_B9\\_E8\\_c96\\_500726.htm](https://www.100test.com/kao_ti2020/500/2021_2022__E5_95_86_E5_8A_A1_E5_AF_B9_E8_c96_500726.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.

100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)