This work focuses on the development, implementation and control of a marketing plan for a butcher shop which is located in Miranda de Ebro. To this end, a study of the situation in which that business is found has been carried out, reporting at the same time its weak and strong points, threats and opportunities. After establishing the key issues for this project, the objectives and the marketing strategies needed to meet them are fixed.

As the commercial activities planned in the marketing plan are developed and finished, the results are collected in order to keep track of the objectives. Finally, the results obtained are evaluated while checking whether the initial objectives have been reached or not.