## Descripción bibliográfica del TFE

<table>
<thead>
<tr>
<th>Grado/gradu</th>
<th>Año</th>
<th>Urtea</th>
<th>Título del TFE</th>
<th>IALaren izena</th>
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</thead>
<tbody>
<tr>
<td>Master</td>
<td>2017</td>
<td></td>
<td>Plan de marketing de óptica Julio Ezpeleta</td>
<td></td>
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</tbody>
</table>

### Directores del TFE
- Óscar Martín Martín
- IALaren zuzendaria

### UPNA/NUP
- Otro/beste bat

### Abstract (laburpena 100-250 hitzetan)

This marketing plan is about Optician Julio Ezpeleta. A family business located in Pamplona. The company offers optical products and optometrists services, which highlights for its modern designs in the eyewear frames.

In spite of the crisis, the company has been able to continue to take advantage of market opportunities and have been able to strengthen its strengths.

The targets of the company are; Increase sales revenue, increase the local brand awareness and create its own website. For this the company will have a local advertising company that will design the website and will help the company carrying out the advertising actions. The profits increase will be the consequence of the carried out. of commercial actions.

### Inglés

**English**

This marketing plan is about Optician Julio Ezpeleta. A family business located in Pamplona. The company offers optical products and optometrists services, which highlights for its modern designs in the eyewear frames.

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### Gaiak edo hitz gakoak (gehienez 5)

- Visual health
- Optics Julio Ezpeleta
- Marketing plan