

 	DESCRIPCIÓN BIBLIOGRÁFICA DEL TRABAJO FIN DE ESTUDIOS IKASKETEN AMAIERAKO LANARI BURUZKO BIBLIOGRAFIAREN DESKTRIBAPENA	PC 934 ANX1
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Campos OBLIGATORIOS / NAHITAEZ bete beharreko eremuak	
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Título del TFG/TFM / GAL/MALaren izenburua: PLAN DE MARKETING PARA UNA ÓPTICA	
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Inglés Ingelesa	Abstract (Resumen de 100-250 palabras)/ Abstract (Laburpena 100-250 hitzetan)
	<p>The following study presents a marketing plan for a small optical store located in Beasain, Guipúzcoa. Among the services provided, the most important ones are regular exhaustive reviews as well as complete binocular reviews.</p> <p>In addition, It provides personalized solutions adapting glasses, sunglasses, contact lenses and visual therapy, which can lead to a competitive advantage over competitors.</p> <p>An exploratory survey has been conducted in order to know the perception of the population of interest about the optical sector. After making an internal and external diagnosis, the raised objectives have been oriented to increase the number of visual therapies in children, increase the sales of sun glasses at the optician's store which have been adversely affected by new distribution channels in the market and to change the perception of individuals who recognize the optical store as a commercial store more than a sanitary establishment.</p> <p>The total estimated budget for the marketing plan is 1.776 euros and the revenues in case the objectives are achieved are approximately 12.000 euros at the end of the established periods.</p> <p>The marketing plan is a guide to implement strategic actions in order to become more competitive and improve the position of the company. </p>
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
Optical store, Therapy, Optometry, Glasses, Personalized solutions	

Campos OPTATIVOS / AUKERAKO eremuak

Castellano Gaztelania	Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
Euskera Euskara	Abstract (Resumen de 100-250 palabras) / / Abstract (Laburpena 100-250 hitzetan)
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
Otro Idioma Beste hizk. bat	Abstract (Resumen de 100-250 palabras) / / Abstract (Laburpena 100-250 hitzetan)
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)