

 	DESCRIPCIÓN BIBLIOGRÁFICA DEL TRABAJO FIN DE ESTUDIOS IKASKETEN AMAIERAKO LANARI BURUZKO BIBLIOGRAFIAREN DESKRIBAPENA	PC 934 ANX1
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Campos OBLIGATORIOS / NAHITAEZ bete beharreko eremuak	
AÑO / URTEA (20xx): 2016	Trabajo Fin de Grado (TFG) / Gradu Amaierako Lana (GAL) <input checked="" type="checkbox"/> Trabajo Fin de Máster (TFM) / Master Amaierako Lana (MAL) <input type="checkbox"/>
Título del TFG/TFM / GAL/MALaren izenburua: [Plan de Marketing de Almadía S.L.]	
Autor (Apellidos, Nombre) / Egilea (Deiturak, izena): Leticia Samper Gil	
Director / Zuzendaria: Margarita Elorz Domezáin	UPNA / NUP <input checked="" type="checkbox"/> Otro (Indicar) / Beste bat (Jarri) []
Codirector, si existe / Zuzendarikidea, halakorik badago []	UPNA / NUP <input type="checkbox"/> Otro (Indicar) / Beste bat (Jarri) []

Inglés Ingelesa	Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)
	<p>The company Almadía S.L is recognized by its experience offering handmade quality furniture and services assuring comfort and safety. It is recognized for its projects, products and services in terms of quality, comfort and adaptation to the needs of today's society. One of the great advantages they have is they also offer their products in countries such as France or Swiss. After doing a good analysis of the company, some objectives have been established to be carried out with a selection of strategies and action plans in order to increase consumer awareness of the benefits that their products can bring to them, and to increase the attractiveness of the company to encourage purchase.</p>
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
	<ul style="list-style-type: none"> - Marketing Plan - Furniture - Comfort and safety products and services - Increase sales - Increase awareness

Campos OPTATIVOS / AUKERAKO eremuak	
Castellano Gaztelania	Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)
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Castellano Gaztelania	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)
	[]
Euskera Euskara	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)