

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE
IALaren DESKRIBAPEN BIBLIOGRAFIKOA

Grado/Gradua	<input checked="" type="checkbox"/>	Año	Urtea	Título del TFE	IALaren Izenburua
Master/Masterra	<input type="checkbox"/>	2016		Marketing plan of Ega Pan S.A	
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Inglés (obligatorio) Ingelesa (nahitaezkoa)	Abstract (resumen de 100-250 palabras)	Abstract (laburpena 100-250 hitzetan)
	<p>This project summarizes the marketing plan realized for the company Ega Pan S.A . The company dedicated to the elaboration and comercialization of bread and patisserie products is located in Villatuerta, (Navarra). The objectives of the present marketing plan are the increase of the sales of the patisserie line of the company in 20%, an increase in the number of clients attended in the Horeca channel in 15 more, achieve a 40% of knowledge of the patisserie line of the company and an increase of 5% in brand recognition in Tierra Estella. The company is going to concentrate the efforts in the patisserie line of the company because, many people do not know about the existence of it.</p> <p>There are going to be designed different actions to achieve the goals, actions will last for 4 months. The assigned budget will be around 20000€ and they expect to increase the profits of the company in 170000€ next year and continue increasing profits in the future as a result of the application of the marketing plan.</p>	
	Materias o Palabras claves (máximo 5)	Gaiak edo hitz gakoak (gehienez 5)
Marketing plan, Bread sector, Artisan products, Ega Pan.		