

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		Plan de Marketing para una joyeria	
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Inglés (obligatorio) Ingelesa (nahitaezkoa)	Abstract (resumen de 100-250 palabras)		Abstract (laburpena 100-250 hitzetan)	
	<p>This project consists of the production of a Marketing plan on a jewelry shop that has an important inducement,; the change of ownership. This jewelry shop is located in Gorriti Street, in Pamplona. The business was set up more then 40 years ago, but it has been being updated since then. This jewelry shop takes design as a principal activity, as well as manufacture and sale of jewels. In addition to this, courses on jewelry are provided to both, profesional and beginner jewelers. As a result of regular studies done, I have been able to carry out a deeper study which includes the analysis of the company , its environment and the marketplace where it belongs. By using all this data, we carry out the company SWOT. In order to solve the identified problems, we have set some key objectives: Achieving full performance and retaining existing customers. Diverse tasks of communication will be carried out to achieve objectives and the strategy Budget, plans for follow-up and its duration will be explained at the end.</p>			
	Materias o Palabras claves (máximo 5)		Gaiak edo hitz gakoak (gehienez 5)	
Marketing				