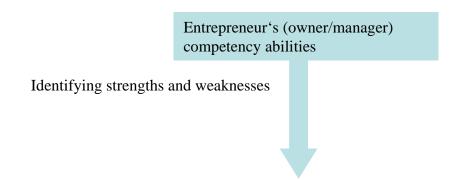
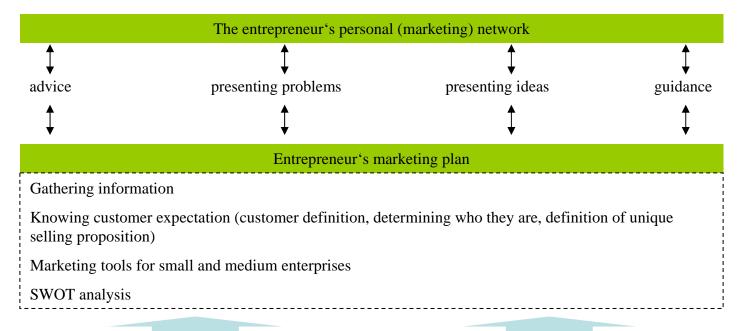
## Integrated entrepreneurial marketing plan





Ongoing process about marketing activities, market and company changes

Environmental characteristics

Knowledge about formal marketing approaches and techniques

Quelle: Carson et al., 1995, S. 220f.