

**What Business Are We In?**

1. What do we do best?

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2. What need do we meet?

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3. Whose need do we meet?

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4. What business are we in?

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TOP PLAN ALE  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΜΑΡΚΕΤΙΝΓΚ  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΜΑΡΚΕΤΙΝΓΚ