# Planeación Estratégica

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| **Resumen de la empresa** | |  | **Desarrollo** | |
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| **Visión general de la empresa** |  |  | **Descripción del producto** |  |
| **Capacidad de entrega** |  |
| **Misión** |  |  | **Modelo de precios** |  |
| **Objetivos** |  |  | **Sistema de entregas** |  |
| **Socios** |  |  | **Proveedores de elementos críticos** |  |

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| **investigación de mercado** | |  | **PLAN de MARKETING** | |
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| **Clientes** |  |  | **Estrategia** |  |
|  | **Cliente** |  |
| **Estado del mercado** |  |  | **Posicionamiento** |  |
| **Competencia** |  |  | **Publicidad** |  |

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| **Análisis Foda** | | |
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| **Fortalezas** |  | **Oportunidades** |
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| **Debilidades** |  | **Amenazas** |
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