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Marketing strategy is a long-term plan for attaining some objectives (Doole and Lowe, 2008). STP is a marketing strategy that stands for segmentation, targeting, and positioning. Segmentation focuses on behaviour, lifestyle, psychographic factors, demographics, geography, life stages, beliefs and values of individuals.

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Like other business functions, marketing is an ongoing process driven by core principles such as identifying and targeting the right customer markets, preparing an effective marketing mix, creating high-impact messages and

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