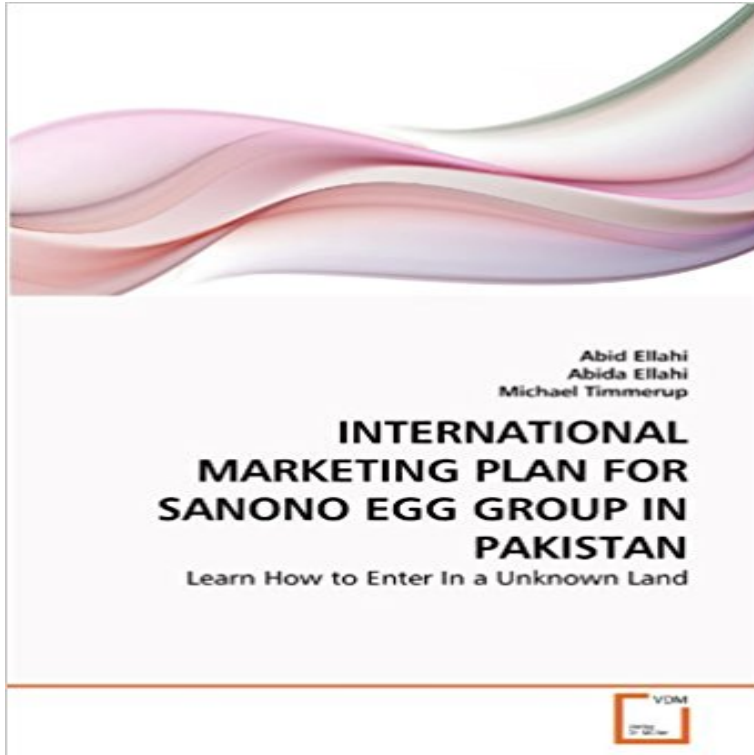


# INTERNATIONAL MARKETING PLAN FOR SANONO EGG GROUP IN PAKISTAN: Learn How to Enter In a Unknown Land



This marketing plan thesis document is about discussing the marketing strategies, issues and all possible solutions for a company which wants to launch its products in new market. This company selected is Sanovo egg group which want to launch its egg products in Pakistani B2B market. SANOVO EGG GROUP is the largest and most international supplier of egg products in the world. This study provides a workable marketing action plan for its Egg Albumen Powder and Liquid whole egg products. These egg products are used as alternatives to the fresh eggs because they are more convenient to use and can be stored for a long period of one year. This research used both methods for data collection. The combination of both methods in a research helps to deeply analyze the situation and then to take respective actions. Secondary data was gathered before primary data because of some of research questions might possibly already be answered by other sources. Secondary data is easy to get; however, primary data can find the data which is specially suited to aimed research questions.

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