**APLIKACION PËR AKTIVITETIN E MARKETINGUT**

1. **Profili i Aplikuesit**

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| **Emri i Aplikuesit/Emri i Organizatës** | [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] |
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| **Adresa *(Rruga,Qyteti)*** | [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] |
| **Telefoni,Fax,Mobili** | [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] |
| **E-maili dhe Web Adresa** | [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] |
| **Personi kontaktues** | [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] |
| **Pozita** | [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] |
| **Telefoni & E-mail Adresa** | [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] |
| **Përshkrim i shkurtër i organizatës**(kur është themeluar,aktivitetet kryesore,numri i të punësuarve,eksperienca në projekte,etj). |  |

**B. Plani i Marketingut**

**1. Produkti:**

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**2. Objektivat e Marketingut:**

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**3. Synimet:**

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**4. Avantazhi Konkurrues:**

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**5. Strategjitë e Marketingut:**

* Çmimi:
* Shpërndarja:
* Promovimi:
* Pozicionimi:
* Paketimi:

**6. Hapat e Aktivitetit(me afate kohore)**

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**7. Burimet e nevojshme:**

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| **Titulli i aktivitetit** | **njësia** | **# njësi** |
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| **Totali** |  |  |

**ANEKS 2.**

Specifikimet

1. Deklaratë

Unë si person përgjegjës për aktivitetin do të pranojë që të gjitha materialet e prodhuara dhe të dorëzuara të printohen në përputhje me rregullat e BE-së.

Dorëzuar nga: Data: