



ISSN No. : 2321-9653

# iJRASET

International Journal for Research in Applied  
Science & Engineering Technology

iJRASET is indexed with Crossref for DOI-DOI : 10.22214

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Marketing: Basis for Development of Business Plan*

*by*

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*after review is found suitable and has been published in  
Volume 10, Issue VIII, August 2022*

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*International Journal for Research in Applied Science &  
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