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| **PAKIHI PLAN** |
| **DESCRIBE YOUR PAKIHI** | **MARKETING & SALES** |
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| **WHAT IS YOUR WHY?** |
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| **WHERE IS THE GAP?** |
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| **WHY YOU ARE DIFFERENT? WHAT IS YOUR SOLUTION TO THE GAP?** |
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| **SWOT ANALYSIS** |
| **STRENGTHS** | **WEAKNESSES** |
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| **OPPORTUNITIES** | **THREATS** |
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