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## ABSTRACT

This project aims to create a market visibility plan for Pantera Energy. The project was designed in close coordination with the organization and supervisor.

A detailed analysis of the activities was done to know how the company is reaching the current customers and the means through which customer reached to it. Descriptive approach has been used by employing secondary data to propose the solution in terms of various marketing strategies.

The organization is planning to work on the proposed solution by 2020. A secondary research has been done in order to get insights of how the competitors are grabbing the market share and creating distinctive image in the market. Based on our findings, we proposed a marketing plan and strategies that could help the organization to encounter its visibility problem.

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