The purpose of this exercise is to lay the foundation for creating an Internet marketing plan at the completion of this program. Write a 3-5 page Word document (No PDFs, Pages documents or the DMP Template). Three references including one from library database required. This research paper should address the following areas as they relate to your selected company: Organization and Product Company History Current/ proposed Mission Statement (https://www.thebalancesmb.com/how-to-write-a-mission-statement-2948001) Target Market Industry and Environmental Analysis using P.E.S.T.E.L. model (At least one library database source required) S.W.O.T. results (Must include a detailed description in the body of your paper AND a four-quadrant table with bullets) You are required to use the library to gather external facts and figures to support your Industry analysis (20%). Make sure to use proper APA formatting for style and references (10%).