

# Marketing

Realising the vision through product  
& service sales

# Marketing Issues

- Range of products & services ?
- Pricing policy?
- Client identification, communication and retention?
- Availability channels?

# The Marketing Mix

- Product
- Price
- Promotion
- Distribution

# Market Selection

- Strategic processes - Mission, SWOT, Goals & objectives, Product/market portfolio
- Marketing Processes - Market analysis, Marketing objectives, Marketing program, Implementing, Monitoring

# Marketing Strategy

- Customer analysis
- Company analysis
- Competition analysis
- Cost/economic analysis
- Channel (trade) analysis
- Eg - McKinsey 7S strategic framework

# Market Segmentation

- Identifiability
- Accessibility
- Responsiveness
- Significance

# Segmentation analysis

- Customer related - geographic, demographic, psychographic
- Product related - behaviour patterns, consumption patterns, consumer readiness

# Nature of Product - Levitt's Total Product Concept

- Core
- Expected
- Augmented
- Potential

# Product Life Cycle

- Introduction
- Growth
- Maturity
- Decline

# New Product Process

- Opportunities?
- Ideas Phase
- Concept Phase
- Product Phase
- Business Phase

# Pricing

- Perceived value to customer
- Variable & fixed costs
- Competition
- Market penetration/ skimming
- Ongoing process

# Customer relationships

- Explicit strategy
- Communication
- Customer focused systems
- Customer service

