



Marketing A Guide For Success

REASONS FOR SUCCESS...

PRICE
LOCATION
EFFECTIVE ADVERTISING
CO-WORKERS
SALES PROMOTION
ECONOMY-AMOUNT OF DISPOSABLE INCOME
ABILITY TO MANIPULATE AVAILABLE RESOURCES



REASONS FOR FAILURE...

PRICE
INEFFECTIVE ADVERTISING
CO-WORKERS
SALES PROMOTION
ECONOMY-AMOUNT OF DISPOSABLE INCOME
INABILITY TO MANIPULATE Available RE-SOURCES

• MARKETING

The interplay among organizations, consumers and society as a whole. It is an exchange process between producers and consumers and the relative correlation between supply and demand.

• MARKETING MIX

Four major elements within the market offering:

1. Product or Service
2. Price,
3. Distribution
4. Promotion.

A. Product/Service

What is offered to the consumer.

B. Price

Amount eventually charged for products. It is determined by; competition, supply and demand, seasonality; and margin required to make a profit.

C. Distribution

Refers to the means of making a products available to consumers. Physical distribution includes:

- Warehousing
- Transportation
- Inventory Maintenance

D. Promotion

Refers to the efforts to inform and influence consumers.

These four elements are considered to be controllable-that is the marketer decides what they should be.

