

MARKETING PRESENTATION

Marketing **Chapter 01**

Makers

Slide Show By
Jumur Chandra Shaha

Slide Show Presented By
Benzir Shaon
Jummun Chandra Shaha
Mesbah Uddin Ahmed
Azgar Hossain Khan
Fahria Jerin



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WHAT IS MARKETING

® OLD CONCEPT-

- ® MARKETING MEANS
"TELLING AND SELLING"

® NEW CONCEPT-

- ® MARKETING MEANS "SATISFYING CONSUMER NEEDS"
- ® MARKETING IS AN INTEGRATED PROCESS WHICH INCLUDES:-
 - ® AN EXCHANGE PROCESS
 - ® DEALS WITH PRODUCT, PRICE, PROMOTION AND DISTRIBUTION
 - ® TO SATISFY NEEDS OR WANTS OR DEMANDS OF CONSUMERS





THE CORE CONCEPT IN DETAILS

NEEDS:-NEEDS DESCRIBE BASIC HUMAN REQUIREMENTS.

WANTS:-WHEN NEEDS ARE DIRECTED TO SPECIFIC OBJECTS THAT MIGHT SATISFY THE NEED IT BECOMES WANT.

DEMANDS:-DEMANDS ARE WANTS FOR SPECIFIC PRODUCTS BACKED BY AN ABILITY.

PRODUCT:-A PRODUCT IS ANY OFFERING THAT CAN SATISFY A NEED OR WANT.

BRAND:-A BRAND IS AN OFFERING FROM A KNOWN SOURCE.

VALUE:-BENEFITS/COSTS



EXCHANGE:- EXCHANGE INVOLVES : AT LEAST TWO PARTIES , EACH PARTY WITH SOMETHING OF VALUE TO THE OTHER , EACH PARTY CAPABLE OF COMMUNICATION AND DELIVERY , EACH PART BEING FREE TO ACCEPT OR REJECT , AND EACH PART CONSIDERS IT APPROPRIATE AND DESIRABLE TO DEAL WITH THE OTHER.

TRANSACTION:- TRANSACTION WHICH HAVE ALREADY HAPPENED

MARKETING CHANNELS:- TO REACH THE TARGET MARKET THE MARKETERS USE THREE TYPES OF CHANNELS:-

COMMUNICATION CHANNELS (VARIOUS MEDIA)

DISTRIBUTION CHANNELS (TRADE)

SERVICE CHANNELS (BANKS)

COMPETITION:- FOUR TYPES OF COMPETITION EXISTS:-

BRAND COMPETITION

INDUSTRY COMPETITION

FORM COMPETITION

GENERIC COMPETITION

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MARKETING PHILOSOPHIES

1. THE PRODUCTION CONCEPT
2. THE PRODUCT CONCEPT
3. THE SELLING CONCEPT
4. THE MARKETING CONCEPT
5. THE CUSTOMER CONCEPT
6. THE SOCIETAL MARKETING CONCEPT

THE PRODUCTION CONCEPT

THIS CONCEPT SAYS THAT CONSUMERS WILL FAVOUR PRODUCTS THAT ARE AVAILABLE AND HIGHLY AFFORDABLE AND SO THE ORGANIZATION SHOULD FOCUS ON PRODUCTION AND DISTRIBUTION EFFICIENCY.

FOR EXAMPLE:- WASA AND MINIPACK SHAMPOO OF LEVERS BROTHERS



THE PRODUCT CONCEPT

THIS CONCEPT SAYS THAT CONSUMERS WILL FAVOUR PRODUCTS THAT OFFER THE MOST QUALITY, PERFORMANCES AND FEATURES AND SO THE ORGANIZATION SHOULD FOCUS ON CONTINUOUS PRODUCT IMPROVEMENT.

FOR EXAMPLE: COCACOLA AND MCDONALD'S



THE SELLING CONCEPT

THIS CONCEPT SAYS THAT CONSUMERS WILL NOT BUY ENOUGH OF THE ORGANIZATION'S PRODUCTS UNLESS IT UNDERTAKES A LARGE SCALE SELLING AND PROMOTION EFFORT.

FOR EXAMPLE: PRIVATE UNIVERSITY, REAL ESTATE AND INSURANCE.



THE MARKETING CONCEPT

THIS CONCEPT SAYS THAT THE ORGANIZATION SHOULD DETERMINE THE NEEDS AND WANTS OF TARGET MARKETS AND DELIVER THE DESIRED SATISFACTIONS MORE EFFECTIVELY AND EFFICIENCY THAN COMPETITORS.

FOR EXAMPLE:
BRITISH AIRWAYS, "WE ARE NOT SATISFIED UNTIL YOU ARE."

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The customer concept

This concept says that the organization should focus on individual customer's needs and wants to achieve profitable growth through capturing customer share, loyalty and lifetime value.

For example: Berger Color bank



The Societal Marketing Concept

The concept says that the organization should determine the needs and wants of target market and deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumer's & society's well being.

For example: Dutch Bangla Bank & Toyota' Cars



Marketing Environment:

- . Microenvironment – forces close to the company that affect to serve its customers.

Such as Company's Internal Environment, Suppliers, Marketing Intermediaries, Customers, Publics, Competitors

- . Macroenvironment – large societal forces that affect the microenvironment.

Such as Demographic, Economic, Natural, Technological, Political, Cultural

Market Share

Market Share is the ratio of sales revenue of the firm to the total sales revenue of all firms in the industries.

Firm=\$320M; Industry=\$4.6B

$\$320,000,000 / \$4,600,000,000 = 7\%$ market share

Strategic Planning

BCG Growth-Share Matrix

High
Market
Growth

Stars

***Question
Marks***

Low
Market
Growth

***Cash
Cows***

Dogs

High Relative
Market Share

Low Relative
Market Share

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Question Marks

Question marks are business or products with low market share but which operate in higher growth markets.

This suggests that they have potential, but may require substantial investment in order to grow market share at the expense of more powerful competitors.

Management have to think hard about “question marks” – which ones should they invest in? Which ones should they allow to fail or shrink?

- . Low shares in fast-growing markets
- . Determine why a problem; try to move to star category
- . May have to pull resources
- . Marketing investing may be required to grow

Stars

Stars are high growth businesses or products competing in markets where they are relatively strong compared with the competition.

Often they need heavy investing to sustain their growth. Eventually their growth will slow and, assuming they maintain their relative market share, will become cash cows.

- . Try to maintain position, increase sales
- . Identify early in Product Life Cycle (PLC)
- . Key to future of company
- . Require significant capital investment
- . May attract competition



Cash Cows

Cash cows are low-growth businesses or product with a relatively high market share. These are mature, successful business with relatively little need for investment.

They need to be managed for continued profit – so that they continue to generate the strong cash flows that the company needs for its Stars.

- . Low growth, high market share
- . Reinvest cash to SBUs with high growth potential
- . Mature stage of PLC
- . Do not require excessive funds in investment and advertising



Dogs

- . Unsurprisingly, the term “dogs” refers to businesses or products that have low relative share in unattractive, low-growth markets.
- . Dogs may generate enough cash to break-even, but they are rarely, if ever, worth investing in.

SBU's in low growth markets with low share

May be in decline stage

May sell

May prune product line to reduce costs

