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PRODUCT

Anything that is offered to the market for attention, acquisition, use or consumption that satisfies a want or a need.
WHY MARKETING STRATEGY IS NECESSARY

1. Systematic futuristic thinking by management
2. Better co-ordination of company efforts
3. Development of better performance standards for control
4. Sharpening of objectives and policies
5. Better prepare for sudden new developments
6. Managers have a vivid sense of participation