Business consumers - purchasers who intend to consume a product and do not purchase a product to make a profit.

Business (producer) - individuals and business organization that buy products to use in the manufacture of other products.

Business - (reseller) - Wholesaler and retailers that buy finished products and sell them for a profit.

Government - Highways, defense, utilities, defense
Institution- Churches, not-for profit businesses, charitable organizations

**Developing marketing strategy**

Target market
A group of individuals for which a firm wants to satisfy.

By developing a marketing mix suitable for the specific needs and preferences for that group.

How to define target market?

**How to define target market**

Market segmentation:
the process of dividing a market up into segments and directing a marketing mix at a particular segment rather than at the total market.

Examples that affect market segmentation:
demographics:
age
location
income
culture
education level

personality:
calm
frugal
risk aversion

**4 ps**

Price
Product
Place
Promotion

**Marketing environment**

Outside factors that affect and external forces that effect the marketing strategy. The firm usually does not have control or has very little influence on the marketing environment.

**Effective strategy**

1) Product
2) Price
3) Location
4) Promotion

To develop effective strategy:
1) Target market
2) Marketing environment