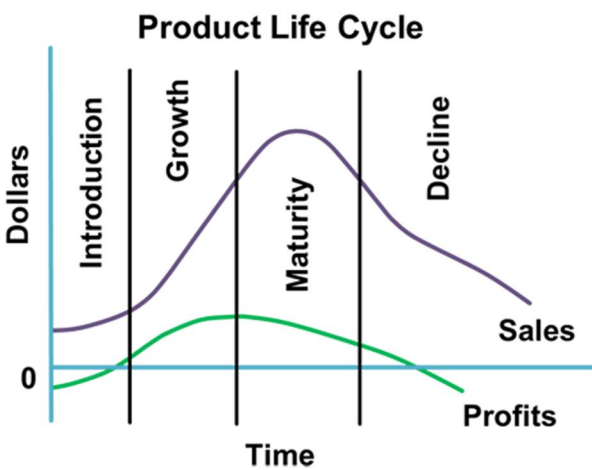


Marketing Strategies		
	Existing products	New products
Existing Services	Market Penetration	Market Development
New Services	New Product Development	Related Diversification

“Identify Your Competitive Advantage”

Product Life Cycle



Marketing Channel Characteristics

- **Gravity:** Place the goods in the channel and let nature take its course. There exists a **customer need** for the product and it finds its way to the consumer.
- **Pull:** Increase demand for a product at the consumer's end of the channel through advertising, promotions, discounts, etc. The product is pulled through the channel because the **consumer demands and requests it**
- **Push:** Putting pressure on the channel members to sell/buy more effectively through volume discounts, samples.
 - Push is **directed at channel members** with the end result being more products flowing through the channel

Marketing Research

- The systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services
- The information gathered during Marketing Research can help
 - Develop sales forecasts
 - Design new products, based on customer opinion
 - Create attractive packaging