

MARKETING LECTURE NOTES

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Page 1 of 40

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Page 16 of 40

MARKETING – PRODUCT



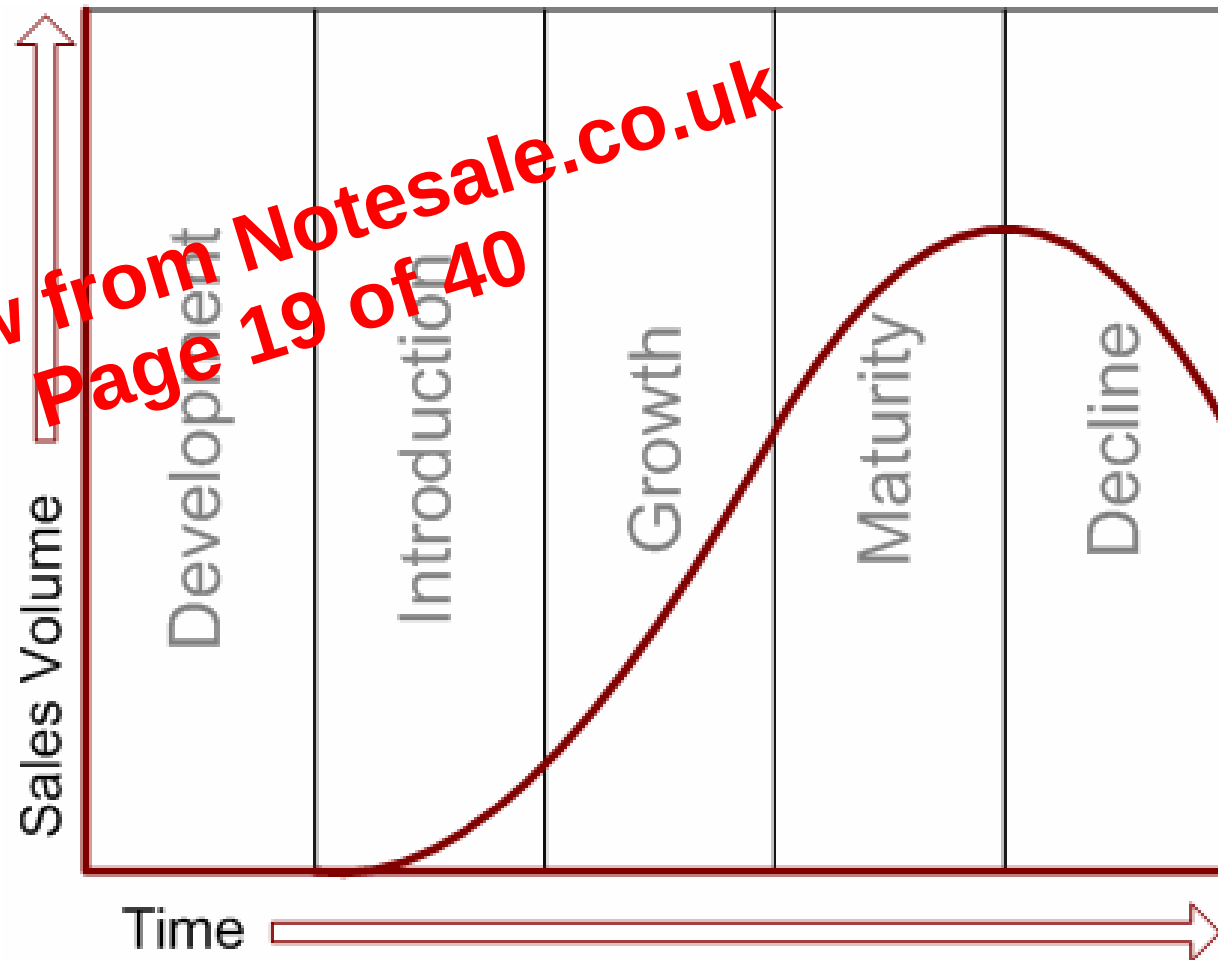
PRODUCT

Anything that is offered
to the market for
attention, acquisition,
use or consumption that
satisfies a want or a
need

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Page 17 of 40



PRODUCT LIFE CYCLE





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



E - MARKETING

