

How? - Producing in Large volume the production costs are reduced or new technology of producing the product.

Advantage? – economies of scale

Disadvantage? - The business priority is the product first then the customers so therefore there is less focus on customer needs. If new technology is introduced, then employees will be laid off.

For example: - The busiest McDonald restaurant in the world was not in USA but in Russia because Russian diners accustomed that expensive restaurants had bad service and bad food quality. Therefore, McDonald introduced a different experience: consistently producing food and fast service at an affordable price. McDonald was popular, Russian diners would wait hours in the cold to buy a big mac.

- Primark

2. The Product Orientation – focuses on product development. aims at improving an existing product's functions and quality which makes the business competitive in the market. The product is the first priority to the business, the customers. The limitation is that, there is less focus on the customer's needs.

3. The Selling Orientation - Focuses on to push sales in order for customers to buy a product. the selling company needs to be an aggressive force to increase sales. For the company to push sales it needs to use promotional tools such as persuading to buy the product and influence because the company should aim to sell what they make not what the market wants.

Advantage: due so much persuading and influence on selling the product, such a focused view is likely to sell many products which will lead to high turnover.

Disadvantage: customers may not trust your judgement or sale, it has little market audience and often despite the persuasive manner and personality of