

CHAPTER 2

MARKETING STUDY

INTRODUCTION

Marketing study focuses on the gathering and the evaluation of data regarding the customers view about the products, promotions and selling techniques that includes the market research and advertising. The characteristics or the demands of the market towards the products, the products itself and everything about the market are also emphasize in this part. The features of the products, pricing and promotional techniques, uses or benefits are also emphasized in this chapter.

Marketing is everything the main goal of every business is to put the name of their products in the minds of the people and to make it happen they must work real hard to have a good positioning in the market. They must consider every aspects of the business so they can grow it well and make it successful.

OBJECTIVES

- a) To determine the name of the business
- b) To identify the uses and benefits of the products to the consumers.
- c) To determine the strength, weaknesses, opportunities and threats.
- d) To determine the target market of the business.
- e) To identify the competitors of the “Doble de Sombrero” in the market world.
- f) To provide marketing programs for the improvement of the business.

unseen by your eyes and once they attached themselves on your hair scalp, they can do more damage than you think. That is to say it keeps your hair scalp clean and free from the dirt. But it has to be a clean cap you are wearing. If you wear some dirty and unwashed cap, it makes it even more deadly than if you hadn't worn one.

- Protect the eyes from artificial lighting. It's a fact that tube lights are not good for your eyes.
- Keeping you warm. Much of the body's heat is lost through the head. Wearing a cap can slow and prevent some of this loss.
- People with can hide their bad hair

PRODUCT BENEFITS

- Protect the hair from the sun - Standing out in the sun for too long, with your hair exposed to the harmful sun rays is bad for your hair. The sun dries your hair very fast and have the same moisture robbing effect as during the cold winter months. Wearing a cap under the sun is a good thing to do, if you want to protect your hair and let it stay on your head scalp, else your hair falls off easily. During the winter, the cold weather dries your hair and leaves your hair with no moisture at all. The loss of moisture makes your hair weak and they fall off from your hair scalp easily. Wearing a winter cap while outdoors helps to protect your hair from the dry cold weather and helps preserve the moisture in your hair. With the moisture still withheld inside your hair scalp, your hair continues to grow and remain strong.