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

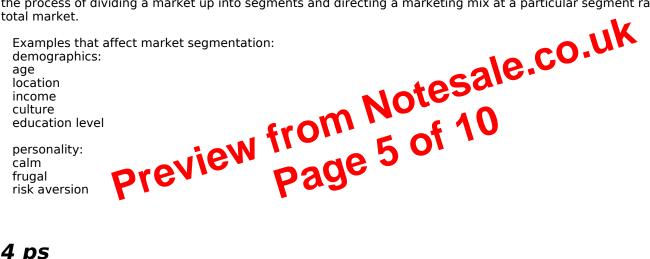
Target market A group of individuals for which a firm wants to satisfy.

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.



4 ps

Price Product Place Promotion

marketing enviroment

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
- Location

4) Promotion

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