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

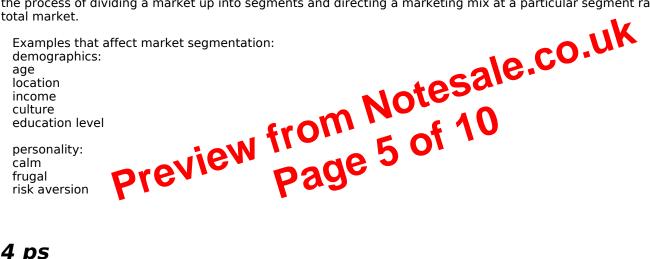
Target market A group of individuals for which a firm wants to satisfy.

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