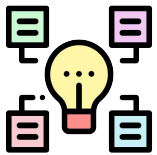
Business English: main marketing concepts



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Market Research

- The process of collecting and analyzing information about the market, customers, and competitors.
- It provides data to support marketing decisions and reduces business risks.
- Types of research
  - Primary Research: gathering new data directly from sources through surveys, interviews or focus groups.
  - Secondary Research: using existing data from reports, articles, or databases.

Marketing Mix (4 Ps)

- The key elements that companies combine to satisfy consumer needs and reach their goals.
- Product: what the company offers to meet customer needs.
- Price: the amount consumers pay; influenced by costs, demand, and competition.
- Place: the distribution channels through which products reach consumers.
- Promotion: all communication activities used to inform and attract customers, such as advertising and sales promotions.

Conclusion

- An effective marketing plan integrates analysis, strategy, and mix elements to create value for both company and customers.

Marketing Objectives

- Marketing objectives define what a company wants to achieve through its marketing activities.
- They can include increasing sales, entering new markets, improving brand awareness, or customer loyalty.

Strategic Marketing Process

- It involves planning, implementing, and controlling marketing actions to reach objectives effectively.
- It follows a logical sequence starting from analysis to execution and evaluation.

Situation Analysis

- A study of the company's internal and external environment to understand strengths, weaknesses, opportunities, and threats (SWOT).
- It helps identify market trends and customer needs before defining the strategy.

Marketing Strategy and Positioning

- Marketing strategy defines how a company reaches its target market.
- Positioning determines how the brand is perceived in consumers' minds compared to competitors.

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