

## MARKETING



### MARKETING CONCEPT

#### Definition

This concept identifies what the customer needs and then develops products to meet these needs making a profit

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### MARKETING

#### Definition

This means identifying the needs of customer and then producing and selling products and services to satisfy those needs aware of its Strengths, Weaknesses, Opportunities and Threats (SWOT) and is therefore more adaptable to change.

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### MARKETING STRATEGY

#### Definition

This is setting out how a business will identify and satisfy the customer needs identified by market research

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### MARKETING STRATEGY

This is setting out how a business will identify and satisfy the customer needs identified by market research.

This involves the following steps

1. Researching - to identify opportunities
2. Segmenting - identify a suitable target market
3. Positioning -
4. Devise a suitable marketing mix

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### SEGMENTING

#### Definition

This divides consumers into different categories e.g young males/females, people who like sports

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### SEGMENTING THE MARKET

#### 1. Demographic

This is analyzing customers in term of age, income, social class, geographic area  
For example, Pepsi max drinkers are young males under 25

#### 2. Psychological

This analyzing customers in term attitudes and tastes - yuppies, hippies, impulse buyers  
For Example, Volkswagen uses this to analyses the car market

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### A NICHE MARKET

#### Definition

1. This is a specific gap in the market for a new product or service
2. It is a small specialised segment of a larger market for a product or service.
3. It is a specialised market with only a few suppliers.

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### A TARGET MARKET

#### Definition

1. This is a precise description of the customers to which a product will be aimed at.
2. The target market is usually decide after conducting market research

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### POSITIONING

#### Definition

This means creating an image for a product in the mind of consumers in the target market

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### THE MARKETING MIX

#### Definition

1. This consists of 4 elements used to turn the marketing strategy and product positioning into reality.
2. The elements are 1. Product, 2. Price, 3. Place and 4. Promotion

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### THE PRODUCT

#### Definition

1. This is a good or service produced to meet the needs of a consumer
2. Design is very important if this does not meet the needs of the customer the other 4 ps will not work.
3. The Product range/ portfolio describes the range of products produced by a business

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### THE PRODUCT

Focus on the following

- Design** - looks at the function and form of
- Quality** - must meet certain standards
- Branding** - looks at branding, name, logo, leader and own brands
- Packaging** - Should provide protection, look good & provide information.
- Product Life Cycle** -

The product can be protected by a trade mark and patent

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### FUNCTION (Product)

#### Definition

This does what the customer wants it to do (Merchantable quality - fit for purpose)

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### FORM (Product)

#### Definition

1. This is the practical and appealing element of the product.
2. It is what attracts the customer to buy the product (Colour, Style)

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### BRANDING (Product)

#### Definition

1. This means creating an identity for a product that clearly distinguishes it from the competitors.
2. It consists of a brand name and logo.

**For example** - adidas, (3 Stripes)  
Nike (Tick)

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### BRAND NAME (Product)

#### Definition

This is a distinctive name given to a product.

**For example** - Pepsi Max.

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### BRAND LOGO (Product)

#### Definition

1. This is a distinctive visual image that will help the product stand out from competitors.
2. It can be written or visual.

**For example** - a tick is Nikes logo.

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### BRAND LEADER (Product)

#### Definition

This is the brand with the highest percentage share of a particular market.

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### OWN LABEL BRANDS (Product)

#### Definition

These are products sold by retailers under their own name

For example - Tesco Finest

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### BENEFITS OF PRODUCT BRANDING (Product)

1. **Recognition** - Easier to recognize from competitors, easier to advertise
2. **Desire** - Helps promote an image of a product (Lexus)
3. **Loyalty** - Brand loyalty occurs when customers repeat-purchase a brand product on a regular basis (Coco Cola)
4. **Higher price** - A high quality brand image can allow a firm to charge a higher price (Mercedes Benz)

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### PRODUCT PACKAGING (Product)

Should address the following

1. **Provides protection** - for easy storage and display
2. **Look good** - to encourage customer to purchase them an eye-catching design can catch a person eye (Image)
3. **Provide information** - Ingredients, specifications manufacture

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### PATENT (Product)

#### Definition

This Provides legal protection of an invention or design of a product to the inventor/designer

A fee must be paid to the Patents and trade mark office

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### TRADEMARK (Product)

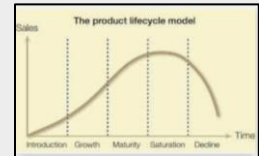
#### Definition

These are logos that are legally registered by business to distinguish them and their product from competitors

A fee must be paid to the Patents and trade mark office

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### THE PRODUCT LIFE CYCLE (Product)

This is the theory that most product pass through distinct life stages. These stages include

1. Launch (Introduction)
2. Growth
3. Maturity
4. Saturation
5. Decline

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### LAUNCH (Product)

1. This is the first stage in the product life cycle.
2. The product is launched onto the market (after the product development process).
3. There is a high expenditure on distribution and product promotion.
4. The cash flow is still in negative as the company tries to get the name and the product known in the market

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### GROWTH (Product)

1. The product becomes known and accepted and sale begin to rise.
2. The company starts to Generate positive cash flow.
3. This Money may be used to expand the product to keep up with demand ensuring good quality

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### MATURITY (Product)

1. Sales start to level off. The product is generating strong profits and 'copy-cats' product may enter the market.
2. Firms often use special offers to keep customer interest in the product

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### SATURATION (Product)

1. Sales flatten out.
2. Changes may occur in the marketing mix.
3. Competitive advertising and sales promotion often become common to prevent sale going into decline

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### DECLINE (Product)

1. Sale fall along with profits.
2. The marketing manager needs to determine whether to stop the product or not or try to rescue the product by redesigning the product mix.

**For example** - club orange changed the brand image to target young people

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### FACTORS THAT INFLUENCE THE LIFE OF A PRODUCT

1. **Durability** - goods that are reliable will not have to be replaced for years (saturation - cars)
2. **Fashion** - Highly fashionable items are likely to go into decline very quickly
3. **Technological innovations** - play station, xbox
4. **Marketing** - Redesigning the product mix

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### PRICE

#### Definition

1. This must be set a level that allows the business to earn a profit.
2. The price also influences the
  1. level of sales
  2. The image
  3. Positioning of the product

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### PRICING STRATEGIES (Price)

#### Definition

1. This aims to set a price that will help the firm to achieve its long-term marketing objectives.
2. This price must generate sales to earn a profit for the business

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### TYPES OF PRICING STRATEGIES (Price)

There are 3 different pricing strategies that companies use.

These are

1. General Pricing Strategies,
2. High Pricing Strategies and
3. General Pricing Strategies

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### GENERAL PRICING STRATEGIES (Price)

1. Mark - up
2. Psychological Pricing

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### MARK - UP (Price)

#### Definition

This means adding a standard profit percentage to the direct costs of production (sales) of the item to arrive at the final selling price

**For example** - Mark-up + Cost = S.P

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### PSYCHOLOGICAL PRICING (Price)

#### Definition

This means setting a price based on the experience of the customer in the target market

**For example** - Perfume and car producers charge a higher price Setting the price below this is also common €11.99 instead of €12

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HIGH PRICING STRATEGIES  
(Price)

- 1. Price leadership/premium pricing
- 2. Price skimming
- 3. Profit-maximizing pricing

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PRICE LEADERSHIP/PREMIUM PRICING  
(Price)

Definition

- 1. This occurs when a firm deliberately charges a higher price than competitors to create an impression of superior quality.
- 2. This enforces other elements of the marketing mix expensive packaging

**For example** - Designer bags - high price luxury product

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PRICE SKIMMING  
(Price)

Definition

This is when a firm charges a high price at the launch of a new product trying to recover the high development costs as quickly as possible

**For example** - Commonly used in electronic products

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PROFIT-MAXIMIZING PRICING  
(Price)

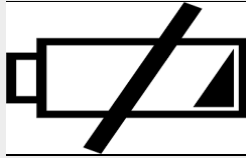
Definition

This means setting a price that will generate the largest amount of income from sales

**For example** - setting prices for concert tickets

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LOW PRICING STRATEGIES  
(Price)

- 1. Penetration pricing\_
- 2. Discriminatory pricing\_
- 3. Predatory Pricing\_
- 4. Loss Leader

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PENETRATION PRICING  
(Price)

This is when an initial low price is charged in order to capture as much market share as quickly as possible

**For example** - Fulfill bars

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DISCRIMINATORY PRICING  
(Price)

Definition

This means charging different prices to different customers for the same product/service

**For example** - Cinema ticket - students and adults

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PREDATORY PRICING  
(Price)

Definition

This means setting prices below cost in order to drive a competitor out of the market. It is also known as a price war

**For example** - when Dunnes launch their own cola a soft drink war broke out - coke, 7 up and club orange all dropped the price **except** finches

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PRICE WAR  
(Price)

Definition

This occurs when competing firms retaliate against price cuts with further reductions

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### LOSS LEADER (Price)

#### Definition

This is a product sold at or below cost price in the hope of generating other more profitable sale

**For example** - used by retailers to attract customers in

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### FACTORS THAT INFLUENCE PRICE

1. **Costs of production** - The company needs to make a profit (break-even point)
2. **Level of demand** - Higher the demand higher the price
3. **Competitors prices and product positioning**
4. **Product life cycle** - different stage of the cycle
5. **Government taxes** - VAT will increase the price
6. **Legal restrictions** - freedom to sell

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### CHANNELS OF DISTRIBUTION

#### Definition

This describes the various paths that goods may follow from produce to consumer

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### CHANNELS OF DISTRIBUTION

There are four channels of distribution. These include

1. Channel A
2. Channel B
3. Channel C
4. Channel D

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### CHANNEL A (Place)

Producer - Wholesaler - Retailer - Consumer

A Wholesaler is a business that buys in very large quantities from producer and sells in smaller quantities to retailers. This is known as break buying. It is used for distributing goods to small independent retailers who stock a variety of goods

**For example** - corner shop

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### BENEFITS OF CHANNEL A (Place)

1. Distribution is simplified (Break buying)
2. Costs are reduced
3. Market is very large

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### DRAWBACKS OF CHANNEL A (Place)

1. The products may be more expensive for consumers because each channel will want to make a profit so they will increase the selling price

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### CHANNEL B (Place)

Producer - Retailer - Consumer

1. Retailers are outlets at the end of the chain of distribution that sell the goods and services to the consumer.
2. Large retail stores such as Dunnes, bypass wholesaler and buy directly from manufacturers at a discount.
3. Goods can then be sold more cheaply

**For example** - Dunnes

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### BENEFITS OF CHANNEL B (Place)

1. Distribution is simplified
2. Cost are reduced
3. A mass market can be reached by producers.

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### DRAWBACKS OF CHANNEL B (Place)

1. Producer profit can be reduced due to discounts been given for bulk buying

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### CHANNEL C (Place)

Producer - Agent - Consumer

1. Agents are business that are contracted to sell goods on behalf of a producer in a particular area.
2. In return the agents earn a commission. This is not a common channel of distribution

For example - Vodafone shops

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### BENEFITS OF CHANNEL C (Place)

1. Larger profit margins (no wholesaler or retailer)

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### DRAWBACKS OF CHANNEL C (Place)

1. Good selling agents can be hard to find
2. Difficult to reach a mass market

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### CHANNEL D (Place)

Producer - Retailer

1. This channel suits perishable goods (Farmer markets or craft jewelry).
2. It is becoming more popular as producer can use the internet to sell their products

For example - Selling clothes online

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### BENEFITS OF CHANNEL D (Place)

1. Profit is high for the producers
2. Feedback can be obtained from the consumer

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### DRAWBACKS OF CHANNEL C (Place)

1. The responsibility of selling the product lies with the producer

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### CHOOSING A DISTRIBUTION CHANNEL

1. **Target market** - Will all goods reach the target market
2. **Product image** - will the channel affect the brand image (Chanel - no supermarkets)
3. How easy will it be to transport -
4. **Cost** - The more stages in the channel the more expensive it will be
5. **Impact on cash flow** - Small retailer may pay cash while a retailer may want credit
6. **Special conditions** - agreement before distributing a manufacture good - n

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### PROMOTION

#### Definition

This refers to all the efforts (excluding price) made by the seller to communicate and influence the target market to buy a product

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# TECHNIQUES

### TYPES OF PROMOTION TECHNIQUES (Promotion)

These included

1. Advertising
2. Sales Promotion
3. Direct selling and
4. PR - Public Relations
5. Endorsements

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## MARKETING



### ADVERTISING (Promotion)

#### Definition

This consists of messages designed to inform persuade or remind people to buy a product/service

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### ADVERTISING MEDIA (Promotion)

#### Definition

This refers to communication channels available to a business for its advertising

**For example** - TV, Radio, Newspapers

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### POINT OF SALE ADVERTISING (Promotion)

#### Definition

This uses promotional displays at the place of purchase. It is eye catching and attractive so the customer will impulse buy

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### DIRECT SELLING (Promotion)

There are 3 main types of direct selling

1. Personal selling
2. Telemarketing
3. Direct mail

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### PERSONAL SELLING (Promotion)

#### Definition

This Refers to contacting existing and potential customers in person to generate sales.

**For example** - Sales Reps

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### TELEMARKETING (Promotion)

#### Definition

1. This means communicating with customers by telephone to generate sales and deal with customer enquiries and complaints.
2. It reduces the cost for reps, saves on travel costs and provides instant feedback from customers

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## MARKETING



### DIRECT MAIL (Promotion)

#### Definitions

1. This involves sending promotional messages directly to target customers most commonly by post door-to-door leafing or e-mail.
2. It is also known as junk mail (Spam) and a lot of it is thrown away.

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## MARKETING



### PUBLIC RELATIONS (Promotion)

#### Definition

Public Relations refers to all activities related to creating a good public image for the product or service amongst its stakeholders. It aims to achieve favourable publicity and build a good corporate image for the business/ its concern is the long-term objective of promoting a favourable image of the business.

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### PR METHODS (Promotion)

1. Sponsorship - A company pay money towards the cost of sporting or charitable cause
2. Contacting the press - To attract media attention
3. Paying Celebrities - endorsements (Lucozade Sport)
4. All contact with the public - create a good image

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### PROMOTIONAL PLAN (Promotion)

1. **Plan** - Identify the target market, Set a budget, Create a promotion message (USP) & Choose an appropriate medium
2. **Implement** - Put the campaign into plan, make sure there is enough stock and staff & React quickly to negative feedback
3. **Evaluate** - Compare the actual results with the original figures and identify

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## PAST QUESTION



### FACTORS TO BE CONSIDERED WHEN DECIDING ON THE PRICE

1. Production costs
2. Demand
3. Competition
4. Taxation
5. Consumer Expectation
6. Product Positioning
7. Stage of Product Life Cycle
8. Legal Restrictions
9. Target Market business?

Explain the ones you choose

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## PAST QUESTION



### PRICING STRATEGY SUITED TO THE LAUNCH STAGE AND REASON WHY

Penetration Pricing - competes for a large share of the market using price. The business tries to capture as much market share as possible. Suitable if targeted at mass market.

Skimming - The business charges a high price to 'cream off' the premium section of the market. This would be suitable if the product is to be aimed at the high end of the market such as gyms, profession

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## PAST QUESTION



### DESCRIBE THE ROLE OF PUBLIC RELATIONS (PR) IN A BUSINESS

1. Efforts used by a business to create and maintain good public image
2. It aims to achieve favourable publicity and build a good corporate image
3. Its concern is the long-term objective of promoting a favourable image
4. Defend the reputation of the business from criticism (in times of crisis).
5. increasing the reputation of the business which in turn increases sales.

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## PAST QUESTION



### DISCUSS THE METHODS TO DEVELOP GOOD PR, PROVIDE EXAMPLES

1. Sponsorship - Financial Support in return for positive publicity. E.g. Sponsoring a football team brand name on jerseys.
2. Celebrity endorsements - The product is seen to be used by celebrities. This may entice the fans to use the product.
3. Press Conferences - The official launch of the product should be profiled to attract the public and create a good image of the brand.

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## PAST QUESTION



### FACTORS TO CONSIDER WHEN DESIGNING PACKAGING FOR A BRAND.

1. Promotion - Colour/design/shape to attract the customer.
2. Differentiation from competitors - The packaging should be different
3. A USP Keep it in the mind of the customer that it is available to buy.
4. Image - It must look good (Stand out.)
5. Protection - during storage and handling
6. Legal requirements. What information must be displayed

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## PAST QUESTION



### EXPLAIN THE TERM NICHE MARKET & PROVIDE AN EXAMPLE

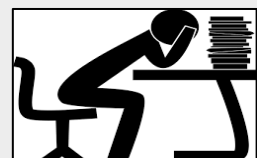
A small specialised segment of a larger market for a product or service. It is a specialised market with only a few suppliers.

#### Example

- Wheelchair accessible vehicles.
- Organic.
- Speciality 'Free From' foods
- Specialist types of clothing /
- Wedding shoes.

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## PAST QUESTION



### EXPLAIN THE PRODUCT LC (1)

**Introduction** - product is launched onto the market. Sales may be low/costs of marketing is high/Aim create awareness. (Low Cashflow)

**Growth** - customer awareness increases /sales are growing rapidly/Profits should start to rise/Aim is to max. market share (Cashflow improves)

**Maturity** - Sales at their peak, product is common in the market /Profits are max / Cash flow is excellent

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### PAST QUESTION



#### EXPLAIN THE PRODUCT LC (2)

**Saturation** - Sales are levelling off/Profits should be steady/Market will have been fully exploited. Planning needs to happen to prevent a decline/Extend the life cycle.

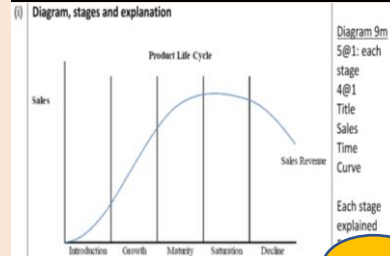
**Decline** - many competitors in the market and new products will cause a decline in sales/Profits decline/May cut prices to sell/May phase out weak products/May even be making a loss

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### PAST QUESTION



#### DRAW A PRODUCT LIFE CYCLE DIAGRAM



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### PAST QUESTION



#### OUTLINE METHODS A BUSINESS TO EXTEND THE PRODUCT LIFE CYCLE.

**Product** - New product features/new image, Create a portfolio of products, Create line extensions (different flavours/sizes).

**Price** - Image/reduce price to attract More customers.

**Promotion** - Advertising Campaign/Sales Promotion techniques.

**Place** - Change Channel of Distribution, Sell on-line to attract a worldwide audience

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### PAST QUESTION



#### BENEFITS OF MARKET SEGMENTATION

1. Better matching of customer needs
2. Position the product better in the mind of the consumers
3. More targeted advertising & marketing spend leading to lower costs.
4. Focused Communications - more of the target customers can be reached
5. Retain customers who might move to competing products
7. Easier decision making as the focus is on a particular target group.

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### PAST QUESTION



#### DIFFERENT WAYS THE CHOCOLATE MARKET COULD BE SEGMENTED (1)

**Demographic** - analyse consumers according to age, gender, family size, income, Different types of products for different ages. For mass marketing demographic is one of the best ways. For Example. Age-Freddo bars for young children

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### PAST QUESTION

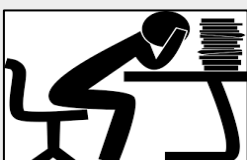


#### DIFFERENT WAYS THE CHOCOLATE MARKET COULD BE SEGMENTED (2)

**Geographic location** - analyses consumers according to county/country Geography can affect the taste of product being sold/different countries different tastes/chocolate in Ireland famous for its high dairy content. - Hershey's the most popular US brand not popular in Ireland.

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### PAST QUESTION



#### DIFFERENT WAYS THE CHOCOLATE MARKET COULD BE SEGMENTED (3)

**Behavioural**- analyses consumers according to their knowledge of and attitudes towards the use of or response to a product. Impulse buying /Value for money (special price) /Celebration packs of chocolates

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### PAST QUESTION

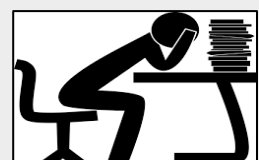


#### BENEFITS A DIRECT CHANNEL OF DISTRIBUTION RATHER THAN SELLING THROUGH WHOLESALERS & RETAILERS.

1. The shortest and simplest form of distribution channel
2. Low overheads
3. Potential Global reach (internet/eBay)
4. Greater flexibility
5. 24/7 (convenient for consumers)
6. Higher rates of profit than indirect

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### PAST QUESTION



#### CHALLENGES A DIRECT CHANNEL OF DISTRIBUTION RATHER THAN SELLING THROUGH WHOLESALERS & RETAILERS.

1. Cannot compete with geographical reach
2. Customers may be asked to shoulder the burden of the shipping costs
3. Some competitors may be using different channels.
4. Lack experience and may be better off using the expertise of an established and reputable wholesaler

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PAST QUESTION



IMPLICATIONS FOR A BUSINESS OPERATING IN A NICHE MARKET

1. Little or no competition/small market - less competition in the market
2. Less investment required.
3. High cost base.
4. Less risk - focused marketing.
5. Brand loyalty/relationships with customers
6. High Margins/high profits/high prices
7. May be difficult to source finance

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PAST QUESTION



OUTLINE THREE PRICING STRATEGIES (1)

**Premium pricing** - Price is high to reflect consumer's perception of a superior product. Ideal for small businesses that sell unique products (USP) or a competitive advantage. BMW & Rolex Watch

**Price skimming:** high prices during the introductory phase Cannot last for long as rival products will come on the market. May help small businesses recover costs

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PAST QUESTION



OUTLINE THREE PRICING STRATEGIES (2)

**Penetration pricing/market share pricing:** Setting the price lower than competitor's prices initially to get a foothold in the market/capture

**Psychology pricing:** Consumers respond on an emotional level rather than a logical one. An illusion of enhanced value is created to increase demand for a product. Sun holiday €399.

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PAST QUESTION



OUTLINE THREE PRICING STRATEGIES (3)

**Cost plus pricing (mark-up pricing):** Price set to cover costs (production, marketing, distribution) and include a target/fixed percentage profit margin.

**Price discrimination:** Charging different prices to different market segments for the same product. Cinema tickets/airline tickets.

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PAST QUESTION



NAME A PRICING STRATEGY FOR A PRODUCT/SERVICE OF YOUR CHOICE

Use any of the Following and give reason for you answer -

Premium pricing - Luxury Goods

Price skimming - electronic goods

Penetration pricing - mobile phone market

Price discrimination - Student night in the cinema

Psychology pricing - Travel packages

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PAST QUESTION



EFFECTIVENESS OF SALES PROMOTION TECHNIQUES

**Customer Loyalty programmes** - offering discounts, to regular customers through, customer card. reward the loyal customers -

**Special Offers** - Buy One Get One Free - May increase the volume of Trade

**Money off vouchers/coupons** - putting coupons in local papers for reduction in cost of dry cleaning/alteration service. May attract new customers

**Competition** - run on social media

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PAST QUESTION



DISCUSS THE BENEFITS OF BRANDING AS A MARKETING TOOL

1. Easier to distinguish the product-Kelloggs
2. It is easier to introduce new products - Coco Pops Kelloggs
3. Can command a premium price - BMW
4. Repeat purchases as a result of branding will increase sales.
5. Market segments can be identified and targeted with different products under the brand name.
6. consumers become loyal

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PAST QUESTION



EXPLAIN THE PRODUCT OF THE MARKETING MIX. (1)

**Product** - The item/service being sold plus anything related to how it is made, packaged and named. The business needs to consider Product design (Functionality), the packaging, quality take account of consumer legislation such as the Sale of Goods and Supply of Services Act 1980. Branding makes it easier to distinguish the product/service from competitors.

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PAST QUESTION



EXPLAIN THE PRICE OF THE MARKETING MIX. (2)

**Price** - This is the amount the consumer will pay for the product. It is the selling price charged. This must be set a level that allows the business to earn a profit. The price also influences the level of sales, The image and Positioning of the product. The pricing strategy that Kurve Ltd has opted for is a low pricing strategy called penetration pricing in order to capture market share as quickly as possible.

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**PAST QUESTION**



**EXPLAIN THE PLACE OF THE MARKETING MIX.**

**Place** - The place element is about distributing the right product/service to the customer at the right place and at the right time. It is how the customer will get the product. Selling online is convenient for the consumer and cuts out the costs with no retailer margin being involved. Companies can advertise and sell their products a web site.

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**PAST QUESTION**



**EXPLAIN THE TERM PUBLIC RELATIONS (PR).**

Public Relations refers to all activities related to creating a good public image for the product or service amongst its stakeholders. It aims to achieve favourable publicity and build a good corporate image for the business/ its concern is the long-term objective of promoting a favourable image of the business.

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**PAST QUESTION**



**METHODS TO GENERATE GOOD PUBLIC RELATIONS.**

**Sponsorship** - is where businesses pay money so that their product name will be displayed by individuals, at particular events. It can be effective at positioning a business(sports)  
**Celebrity endorsements** - where celebrities are paid to be associated with the business and its brand. The celebrities market the product through television or radio advertisements, hoping to drive up sales.

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**PAST QUESTION**



**DEFINE THE TERM MARKET SEGMENTATION**

Market segmentation involves dividing up the market into clearly identifiable sections which have common characteristics. It allows a firm to identify who their target market is.  
It involves dividing a broad target market into subsets of consumers, businesses, or countries that have common needs and priorities, and then designing and implementing strategies to target them.

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**PAST QUESTION**



**THE ROLE OF ADVERTISING AS ELEMENTS OF THE PROMOTIONAL MIX**

Advertising

1. inform the market that the business has something for sale
2. Advertising communicates a message in order to influence customers
3. It informs, persuades and reminds customers about the product.

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**PAST QUESTION**



**THE ROLE OF SALES AS ELEMENTS OF THE PROMOTIONAL MIX**

Sales Promotion

1. the use incentives/ "gimmicks" to attract customers to the product
2. offering customers price reductions, buy one get one free,
3. It aims to attract new consumers for the product, rewarding loyal

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