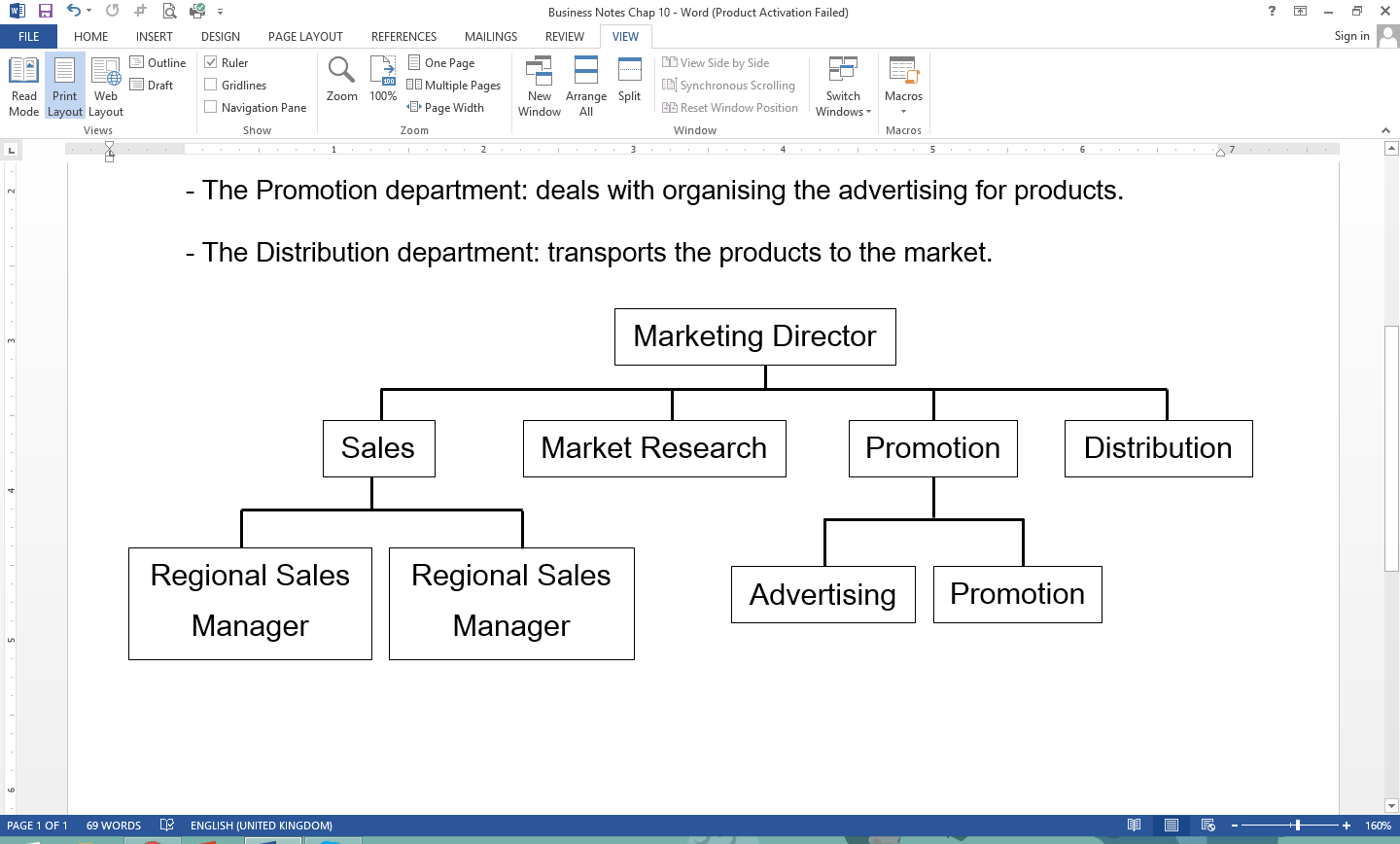
***The Marketing department:***

- The sales department: responsible for the sales of the products

- The Market Research department: responsible for finding out customer’s needs, market change and the impact of competitors’ actions

- The Promotion department: deals with organising the advertising for products

- The Distribution department: transports the products to the market



***The Marketing department:***

- Identify customer needs

- Satisfy customer needs

- Maintain customer loyalty

- Gain information about customers

- Anticipate changes in customer needs

***Understanding market changes:***

***(Why customer / consumer spending patterns change)***

- Consumer tastes and fashions change

- Changes in technology

- Change in incomes

- Ageing populations

***(The power and importance of changing customer needs)***

- If business fail to respond to customer needs then they are likely to fail!

***(Why have some markets become more competitive?)***

- Globalisation

- Transportation improvements

- Internet / e-commerce

***(Why have some markets become more competitive?)***

- Globalisation

- Transportation improvements

- Internet / e-commerce

***(How can businesses respond to changing spending patterns and increased competitions?)***

- Maintain good customer relationships

- Keep improving its existing products

- Bring out new products to keep customers’ interest

- Keep costs low to maintain competitiveness

***What is meant by a market?***

***(Mass marketing)***

***ADVANTAGES***

- The sales to these markets are very large

- The firm can benefit from economies of scale

- Risks can be spread

- Opportunity for growth of the business due to large potential sales

***DISADVANTAGES***

- High level of competition between firms

- High costs of advertising

- Standardized products / services

***(Niche marketing)***

***ADVANTAGES***

- Small firms are able to sell to niche markets

- The needs of customers can be focused on

***DISADVANTAGES***

- Have a limited number of sales since they’re small (only small businesses can operate in these markets)

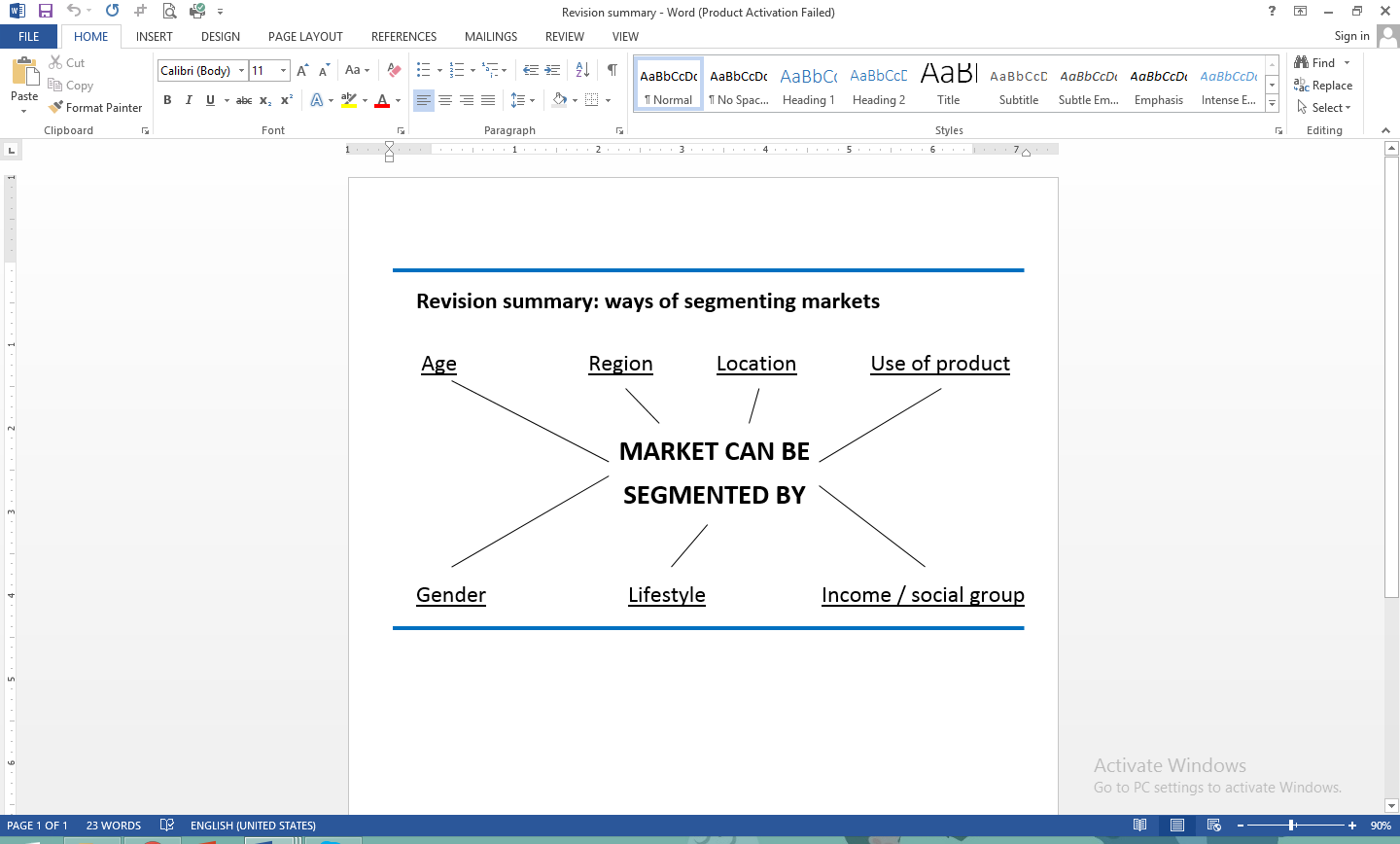
- Often businesses in these markets will specialize in just one product

***Market segment:***

***CAN HELP A BUSINESS TO:***

- Make marketing expenditure cost effective

- Enjoy higher sales and profits for the business

- Identify a market segment and offer opportunities to increase sales