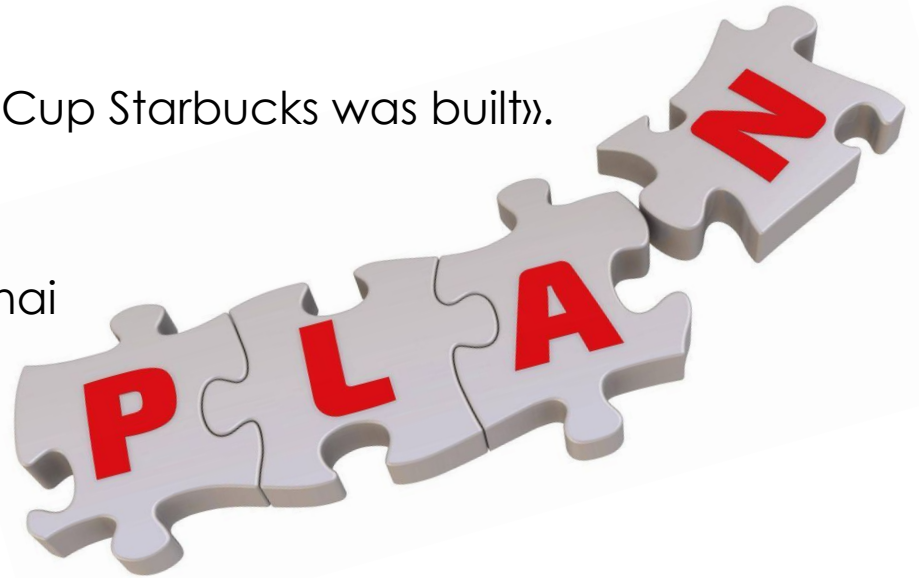


Personalities in the history of marketing

Presentation plan

- What is marketing ?
- «Marketing is the important function of a business.» - McCormick
- «Pour your heart into it: How Cup by Cup Starbucks was built».
- Howard Schultz
- «Forget about fashion». - Tadashi Yanai



1. What is marketing?

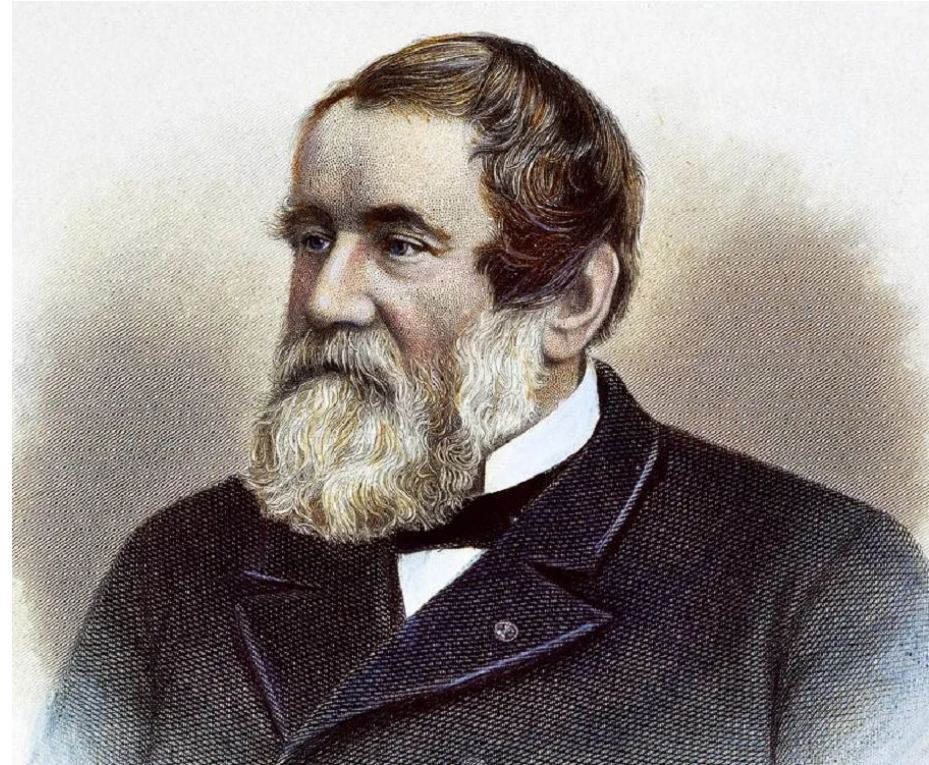


Marketing refers to any actions a company takes to attract an audience to the company's product increasing sales services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty.

Marketing – important functions of business

Cyrus McCormick

Cyrus McCormick was the first to point out that marketing should become one of the most important functions of business. McCormick was the first to apply and teach others the basic tools of sales marketing.

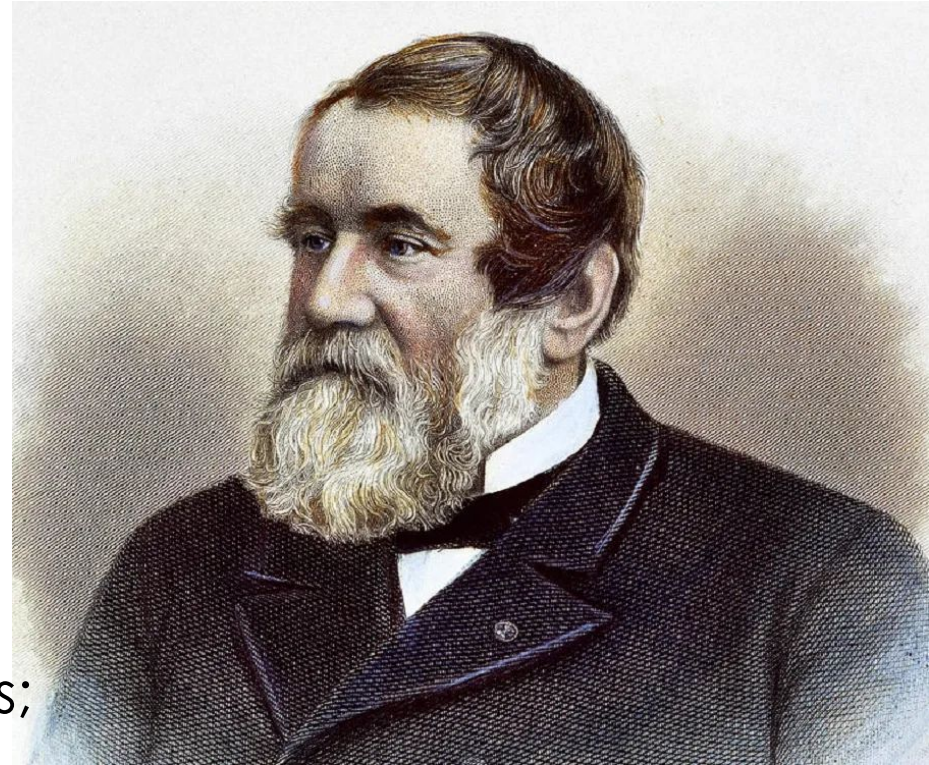


Marketing – important functions of business

Cyrus McCormick

He is credited with:

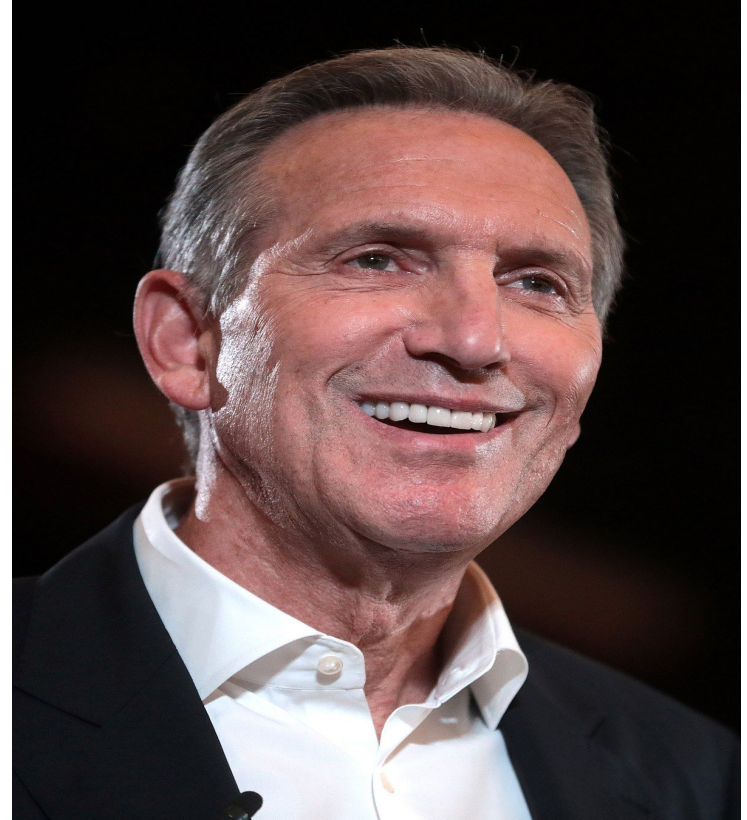
- the first practice of market research;
- the concept of market position;
- pricing policy;
- the supply of spare parts;
- the provision of services to the client;
- as sales on credit or in installments;



Pour your heart into it: How Cup by Cup Starbucks was built.

Howard Schultz

The Brooklyn native created a world-famous brand guided by his inner instincts. One had only to imagine the Italian atmosphere in a small coffee shop and the unprofitable *Starbucks* company began to make a profit, and turned into the most famous coffee shop in the world!



"Coffee Bill Gates"

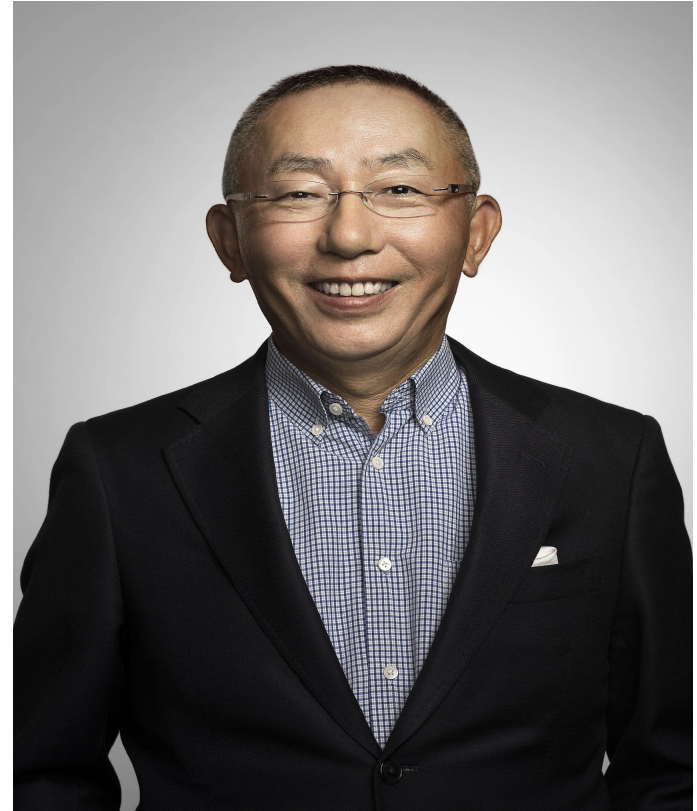
Thanks to Schultz, Coffee, Latte and Frappuccino drinks have become popular in America. The best marketer of his time understood the banal reason for the low popularity of the cafe: the smell of warmed-up food interrupted the smell of coffee, so warmed-up food in the chain's coffee shops was strictly prohibited from that moment on.



Forget about fashion.

Tadashi Yanai

President of Fast Retailing (Uniqlo TM). The son of the founder of the company, which at the time of his entry into business in 1984 was a men's suits store. He created the Uniqlo brand, which in 2005 grew into a global company.



"One day I will buy GAP"

Today Uniqlo ranks fifth among clothing brands in terms of revenue. The secret turned out to be simple – while the others were chasing fashion, Tadashi deliberately ignored it, because functionality would be valued more than appearance or brand authority.



Thanks for your attention!



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