

# MARKETING CONCEPT

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# MARKETING CONCEPT

- The marketing concept and philosophy states that **the organization should strive to satisfy its customers' wants and needs while meeting the organization's goals.**



# THE CUSTOMER IS KING



# MARKETING ERA

- ◉ starts to dominate from 1950 - now



- The marketing concept recognizes that the company's knowledge and skill in designing products may not always be meeting the needs of customers.



- It also recognizes that even a good sales department cannot sell every product that does not meet consumers' needs.



- ◉ With the customer's satisfaction the key to the organization, the need to understand the customer is critical.



1. A college student opened a small submarine sandwich shop near his university's campus.

The sub shop immediate success. By using the marketing concept, the young entrepreneur had recognized an unmet need in the student population and opened a business that met that need.



- The sub shop was so successful that it began to outgrow its original location after about three years. The shop moved to a larger location with more parking spaces, also near the university. At the new sub shop, waiters in tuxedos met the students and seated them at tables with tablecloths.



- Besides the traditional subs, the shop now served full meals and had a bar. Within a few months the sub shop was out of business. The owner of the shop had become so involved with his business vision that he forgot the customers' needs and wants. They did not want an upscale restaurant—there were other restaurants in the area that met that need, they just wanted a quick sub sandwich.



- By losing sight of the customers' wants and needs, the owner of the sub shop lost his successful business.



# CRITICISM OF MARKETING CONCEPT

- ◉ The marketing concept only advocates discovering consumers' wants and needs and satisfying them.
- ◉ Consumers may not be aware of all of their wants and needs.
- ◉ It seeks to encourage creativity to satisfy customer needs.



- The marketing concept is a relative newcomer as philosophy of doing business.
- Today, the marketing concept and philosophy stands as a formula for doing business and many believe it is a prescription for success.



- It aims to satisfy customers by guiding the organization to meet the customers' needs and wants while meeting the organization's goals.

# Marketing Mix

Product

Price

Place

Promotion

# DIFFERENCES:

## ◉ Sales Concept

1. Focuses on the needs of the seller.
2. is preoccupied with the seller's need to convert his/her product into cash.



## ◉ Marketing Concept

1. Focuses on the needs of the buyer
2. is preoccupied with the idea of satisfying the needs of the customer by means of the product as a solution to the customer's problem (needs).