



Business orientations on the market

- Marketing development was associated with changes that accompanied the activities of companies and their evolution in the transformation of the market economy.
- Business strategies were dictated by the behavior of firms and emerging factors that resulted in the adoption of new guidance by the companies.
- Stages of these changes resulted in emergence of the phases of the behavior of enterprises and extraction of the corresponding types of business orientations.



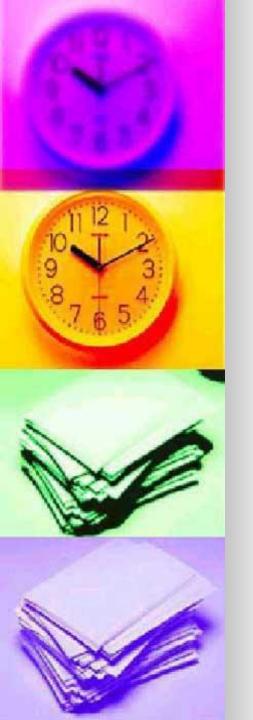
Product orientation

- Product orientation is based on the assumption that consumers prefer products with high quality, equipped with various sophisticated features and additional functions.
- In this orientation, reserach and development play an important role. It puts a lot of emphasis on the production of sophisticated, technologically superior products.
- This orientation is recommended for narrow market segments.



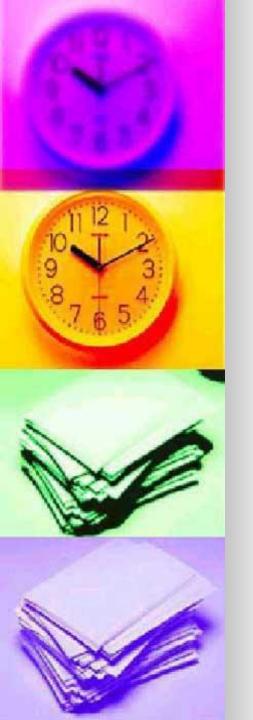
Production orientation

- The basis of it is the belief that mass production and low cost are the key to success because consumers are primarily interested in product availability and low prices.
- This orientation is effective in the case of demand surplus over supply.
- If the buyer is dissatisfied with a purchase, merchants look for more new customers rather than new products.



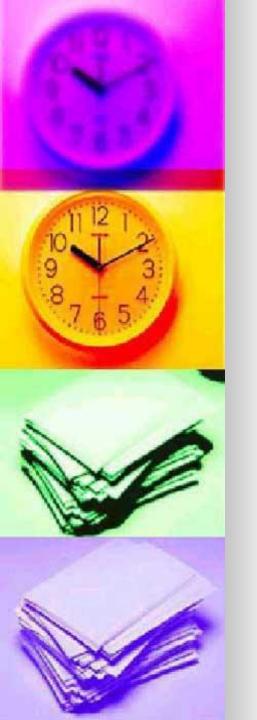
Sales orientation

- This concept assumes that consumers should be encouraged to purchase more products. It occurs in a situation of market saturation.
- The company has to take on the effort to increase sales of your products.
- Little attention is paid to the market research. The company has a weak market orientation, and the products are not always adapted to the needs of buyers.



Traditional market orientation

- The company focuses on the needs and preferences of customers, identifies and meets their needs more efficiently than competitors.
- The main task of the company is to bring the product to the diverse preferences and wishes of customers and create new needs and markets.



Social orientation

The organization should determine the needs, wants and interests of target markets and deliver the desired satisfaction more effectively and efficiently than competitors, but in such a way as to maintain or improve the well-being of consumers and society.



Contemporary marketing orientation

Contemporary marketing orientation aims to:

- create long-term customer satisfaction through
- satisfying his needs and preferences by
- the full range use of market-based instruments
- in an integrated way.



Marketing Mix

 Marketing mix is a theoretical concept consolidating market instruments in specific groups with common functional characteristics.



Basic Marketing Mix (4P's)

- Product
- Price
- Place
- Promotion



Marketing Mix for FMCG (5P's)

- Product
- Price
- Place
- Promotion
- Package



Marketing Mix for services (7P's)

- Product (Service)
- Price
- Place
- Promotion
- People
- Process (procedures)
- Phisical evidence