



MARKET ECONOMY MARKETING FOR SMEs

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MARKET

- Perfect Competition	Many sellers,	Many buyers
- Oligopoly	Few sellers,	Many buyers
- Oligopsony	Many sellers,	Few buyers
- Bilateral Oligopoly	Few sellers,	Few buyers
- Duopoly	Two sellers,	Many buyers
- Duopsony	Many sellers,	Two buyers
- Monopoly	One seller,	Many buyers
- Monopsony	Many sellers,	One buyer
- Bilateral Monopoly	One seller,	One buyer



Marketing Concept

- Product concept
- Selling concept
- Marketing concept
- Societal marketing concept



Marketing Strategy

- Opportunity Analysis
- Objectives
- Developing Marketing Strategy
 - Market Segmentation (Geographical, Needs, Type of customers, Size of customer, Class of customer)
 - Market Positioning
 - Market Penetration (Acquisition, Internal development, Collaboration)
- Marketing mix-strategy (Product, Place, Promotion, Price)
- Planning (Budget, Price, Demand, Cost, Competition)



Buying Factors

- AIDCA Theory (Customer, Buyer)
 - Attention
 - Interest
 - Desire
 - Conviction
 - Action
- Buying Motives
 - The right place
 - Good servicing & Supporting
 - Good quality
 - Good reliable supply



Product Failure

- No market research
- Over estimated market size
- Not well designed
- No advertisement
- Over price
- Costs are higher
- Competitors fight back harder
- Shortage in important ideas
- Fragmented markets
- Costliners of the development process
- Capital shortages
- Faster required development time
- Shorter product life cycle
- Social and government constraints



Thank you

(Ref: Marketing Management by **Phillip Kotter**)

