

What is a market?

The place where sellers and buyers meet to exchange products for money.



Or, the potential or existing customers targeted by a company or product



Orientation

Read the 'product-orientated and market orientated businesses' section on page 249...be prepared to answer a few multi-choice questions afterwards!



Orientation

Copy the orientation definitions from the yellow box on page 249.

Complete activity 16.2 on the same page.



Marketing Objectives

Read the information on pages 252-3 and be prepared for another interactive multi-choice quiz!



Typical Marketing Objectives

- Increase sales revenue and profitability
- Increase/maintain market share
- Maintain/improve the image of a product
- Target a new market
- Develop new or existing products

