



Women in Europe

New Yields of Employment in Rural Areas

Marketing



Centro Studi Villa Montesca

Cittá di Castello, August 2016

Marketing

First, you will again discuss with your group what you think is meant by the term “marketing”.

Aim: pupils will use a market research to define their own company

Having your own company, you will try to sell as much as you can to maximize your profits. That's simply what it means to run a commercial enterprise. You can make profits by selling (tangible) goods or by selling (non tangible) services. What kind of company will yours be?

It is certainly important to know whether there is a real demand for your products or services. Will customers be ready to pay for it. How do you calculate the price of what you sell? What place would you select to locate your company? What kind of service will you offer your customers? What about the outer appearance of your company: what will it look like? Who are your competitors and how will make the essential difference compared to them?

Marketing stands for all activities that you may engage in to sell your products or services. You can divide these activities in: **p**roduct policy (which term from now on includes “services”), **p**rice policy, **p**lace (location) policy, **p**romotion policy, **p**ersonnel (staff) policy and **p**resentation policy. We call them the **6 p's**. We will use the next lesson letters to have a closer look at these **p's** and you will specify them in more detail for your company along the way.

It is most important to make sure that your **p's** are coherent. Of course you can buy or rent a fine and centrally located premises on a premium location, but does that fit your financial situation and your budget? Is it suitable/attractive for your target customers? Difficult questions indeed.

So, before doing anything at all, you must do some essential research: what are your customer's demands? What are they looking for. Are you capable to provide that? This is what we call **market research**. You will compose and write a questionnaire enabling you (your company) to find out what the market needs or wants. Design the questionnaire in a well structured, clear way.

Have a look at following websites:

<https://www.giornaledellepmi.it/concetti-base-di-marketing/>

http://upc.uniroma3.it/03-RelazioniIndustriali/PBP_analisi_del_mercato.aspx

You will carry out a market research. The following elements have to be taken in:

- What do my customers want (kind of product, price, place, service et cetera)
- Who are my competitors (names of their companies, product quality and prices)
- How can I make my company stand out against those of my competitors
- What does the future look like (e.g. forecast of expected turnover)

Market research is not easy; take your time (and that of colleagues) to think thoroughly about it.

The main question is: what do I, as an entrepreneur, want to know about my future customers.

Set up a good research that will you and your company to proceed. First you will work on your questionnaire; let your business mentor check it. After getting your “go” you will address at least 50 people in order to get a good picture of the market sector or branche that you will enter with your company.