**MARKETING 3.0**

**CREDO 9: ALWAYS MAKE YOUR PROCESS OF BUSINESS PERFECT IN TERMS OF QUALITY,**

**COST AND COMPANY**

The price of experts of marketing is always improve quality, cost and company in its business process. Keep your promises to clients, providers and resellers. Never treat your clients with scorn or dishonesty, in regard to quality, quantity, point of delivery or price.

S. C Johnson is known for doing business with local providers. It works with local farmers in order to increase productivity and improve company. In order to maintain offers, sustainable of Pyrethrum for example, company met farmers in Kenya. As partners with KickStart and Pyrethrum Board of Kenya, company helps farmers in irrigation. Farmers manage to increase productivity with new pumps of irrigation and thus better support S.C. John. Apart from that, income of farmers increases, then irrigation helps planting of other agricultural products. By improving chain of supply, S.C Johnson contributed directly and indirectly to specific means, 1.2 and 6 of ODM’s.

Take care of your business process every day.