

Chapter # 08

"Marketing Plan."

Short Questions

1. Industry Analysis:

- ⇒ Business research that focuses on the potential of an industry.
- ⇒ An industry analysis is a business function completed by business owners and other individuals to assess the current business environment.

2. Competitors analysis:

- ⇒ Competitor analysis in marketing and strategic management is an assessment of the strengths & weaknesses of current and potential competitors.
- ⇒ This analysis provides both offensive & defensive strategic context to identify opportunities & threats.

4. Four Methods of Survey:

- ⇒ Survey method is the technique of gathering data by asking questions to people who are thought to have desired information.

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• Methods:

- ⇒ In-person Interviews.
- ⇒ Telephone Interviews.
- ⇒ Mailed Questionnaires.
- ⇒ Online Questionnaires.

6.

Marketing Mix:

- ⇒ Marketing mix is a combination of factors that can be controlled by a company to influence consumers to purchase its products.

