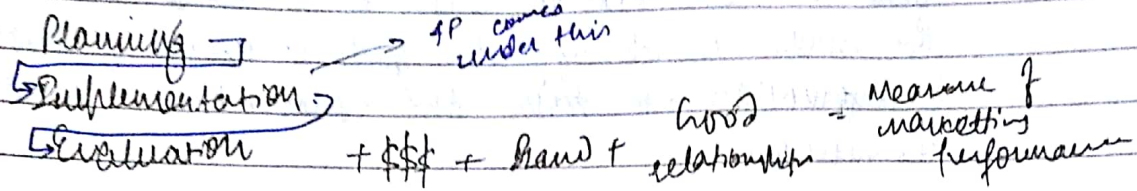


## Place marketing



Strength S Weakness W Opportunity O Threat T

S T P  
Segmenting Targeting Positioning

## Elements of marketing plan

- Executive summary
- Situation Analysis
- Marketing objectives & goals
- Marketing strategies
- Implementation
- Evaluation & control

## Market research

It is the systematic gathering, recording & analysing of data about problems relating to the marketing of goods & services.

## Types of markets

- Monopoly → Indian railways  
Means multiple users, single seller
- Duopoly, triopoly → Uber, Ola, Dabbal/And
- Oligopoly



## Brand

name, term, sign, symbol, design or a combination of the above to identify the goods or services of a seller & differentiate it from the ~~products~~ rest of the competition

A brand comprises of  
Tangible attributes

→ Product, packaging, labelling, attributes

Functional benefits

Intangible attributes

Brand identity →

Brand building

Involves all the activities that are necessary to nurture a brand into a healthy cash flow.

Brand equity

- Reduced marketing cost
- Trade leverage
- Can charge a higher price

