

Unveiling Market Insights: Analysing Spending Behaviour And Identifying Opportunities For Growth

1 INTRODUCTION

- *Difference between Selling and Marketing
- *Process of Marketing Management.
- *Marketing Tasks.
- *Scope of Marketing.
- *Core Concept of Marketing.
- *Demand Management in Marketing.

1.1 Overview

- * All marketing activities like product planning, pricing, packaging, distribution and sales promotion are combined into one as coordinated marketing efforts. This is called unveiling marketing.
- *A marketing network consists of the company and its supporting stakeholders (customers, employees, suppliers, distributors, university scientists, and others) with whom it has built mutually profitable business relationships.

1.2 Purpose

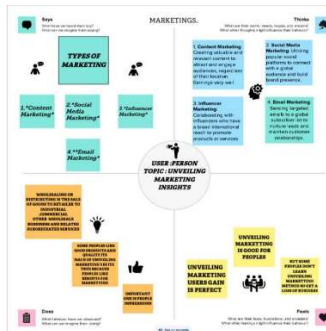
- *The key purpose of marketing is to get people interested in the products or services of a company. This happens through market analysis, research and contemplating the interest of a business's ideal customers and attracting them through messaging which would be educational and helpful to a business's target group.

2 Problem Definition & Design Thinking

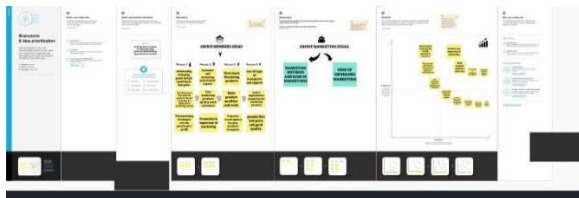
- *Market problems are your target market's stated or silent problems. This could refer to existing inefficiencies, awkward workflows or non-optimal solutions. The key to finding a market problem is to listen for frustrations, or “if only” statements, that arise during interviews.
- *Design thinking has appeared as a solution to this challenge and has become extremely popular in the last several years as an approach to business problem-solving.

2.1 Empathy Map

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2.2 Ideation & Brainstorming Map



3 RESULT



4 ADVANTAGES & DISADVANTAGES

4.1 ADVANTAGES

- *It increases your reach. ...
- *You can target your audience at the right time. ...
- *It improves communication at all stages of the buying process. ...
- *It's cost-effective. ...
- *It's easy to track and monitor. ...
- *marketing can increase your revenue.

4.2 DISADVANTAGES

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*Marketing can be expensive and drain profits, especially for smaller businesses.

*It's difficult to accurately assess the cost benefit of a marketing campaign.

*Not all campaigns are successful because they were not carefully researched and planned.

5 APPLICATIONS: As such, marketing is applied when communicating the value of a company's product to potential customers. This value communication seeks to justify the price of the product. Customers satisfied with the features and benefits are more likely to purchase the product.

6 CONCLUSION

*In conclusion, marketing is not simply about advertising and selling. Marketing is about identifying a need and fulfilling that need

7 FUTURE SCOPE

*The scope of marketing includes all activities involved in the creation, promotion, and distribution of products and services.