

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

1 INTRODUCTION

*Marketing is a form of communication between a business house and its customers with the goal of selling its products or services to them. Goods are not complete products until they are in the hands of customers. Marketing is that management process through which goods and services move from concept to the customer.

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.

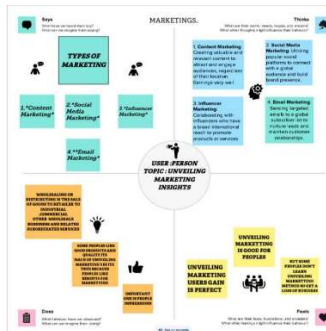
2 Problem Definition & Design Thinking

*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.

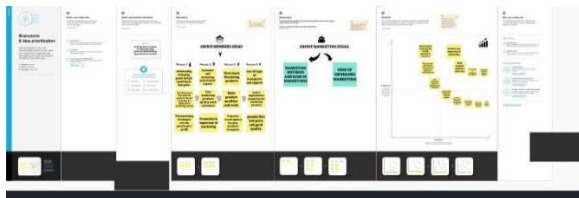
*Design thinking has appeared as a solution to this challenge and has become extremely popular in the last several years as an approach to business problem-solving.

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.