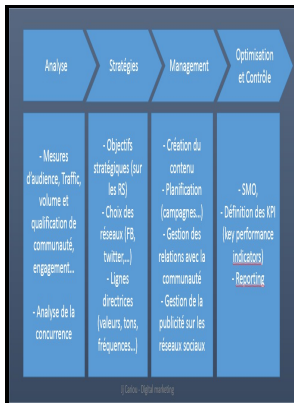


Marketing management - analyse, planification et contrôle

Publi-Union - La mise en oeuvre de la stratégie et du plan marketing d'une entreprise de restauration alimentaire



Description: -

-Marketing management - analyse, planification et contrôle

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Cours planification tactique et planification stratégique

Therefore, customer satisfaction becomes the first precondition to do business in a competitive scenario. La réalisation du plan marketing permet donc une meilleure adaptation de l'entreprise à ses marchés. Creating Long-term Loyalty Relationships Chapter 6.

La planification marketing d'une entreprise

Marketing management performs the task of converting the potential customers into actual customer.

Evaluation and Control of Marketing Performance

But it involves a series of activities like research analysis, production, development and innovation, advertisement and promotion pricing decision, selling and distribution, customer relationship and after sales service. Recherche des données : Grâce à Internet, des articles scientifiques, des livres etc.

Evaluation and Control of Marketing Performance

Marketers continuously strive to incorporate new technology and mechanism in their product to provide more satisfaction to customers than before. The dominant business logic according to marketing concept is that an organization depends upon customers for its survival. The sample is drawn from two major cities, the Accra Metropolis and Kumasi Metropolis of Ghana, and the respondents constitute past and present customers of micro-finance companies providing services under the Tier-2 category of microfinance institutions in Ghana.

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