

Marketing

► engl. : „etwas auf den Markt bringen“
↳ vermarkten / Vermarktung

- Marketing ist nicht nur der bloße Vertrieb (Absatz) der Produkte, sondern auch Leitgedanke eines ganzen Unternehmens
 - als („früher“) noch die Verkäufermärkte und ein Nachfrageüberhang vorherrschaft → Produktionsorient.
 - im Zuge der Verschiebung zum Käufermarkt und Angebotsüberhang muss sich der Verkäufer/Unternehmer bemühen, damit der Kunde seine Produkte kauft → Verkaufsorientiert
- ⇒ Unternehmen müssen sich mit ihren Produkten und Dienstleistungen an die sich ständig veränderten Bedürfnisse der Kunden anpassen

Marketing Ziele

► leiten sich aus Unternehmenszielen ab ↗ sehr vielfältig

① Produktpolitische Ziele

↗ Marke / Image aufbauen, Qualitätsstandard, nachhaltige Verpackungsdesign, ... Produktart,



② Preispolitische Ziele

↗ Preissegmente, Konkurrenz verdrängung, Kaufanreiz, Rabatte / Sonderangebote anbieten, ...

③ Distributionspolitische Ziele

↗ Vertriebswege ausbauen, Kostensenkung Materialbeschaffung, Logistik verbessern

④ Kommunikationspolitische Ziele

↗ Kunden informieren, Kaufmotiv stärken, Kooperationsaufbau, Marktanteil x erreichen, Mitarbeiterschulung

Voraussetzungen

- ① Zielgruppe festlegen → Marktsegmentierung
- ② Marktforschung (systematische, kriteriengeleitete Untersuchung des Absatzmarktes)

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Market Segmentation

EXERCISE 1

Complete the text using these words:

appealing ³	competing ⁶	developing ⁹	forecasting ¹⁰	dividing ¹
existing ⁵	minimizing ⁴	purchasing ²	switching ⁸	targeting ⁷

Market segmentation means (1) dividing a market into distinct subsets of customers with different needs, according to different variables that can play a role in (2) purchasing decisions. These can include geographical factors – region, population density (urban, suburban, rural), size of town, and climate; demographic factors such as age, sex, family size, or stage in the family life cycle; and other variables including income, occupation, education, social class, lifestyle, and personality.

If there is only one brand in a market, it is likely to be positioned in the centre, so as to attract the most consumers possible. (3) appealing to all groups from the centre with an undifferentiated product gives a company the largest potential market, while (4) minimizing production, inventory, market research and product management costs. A new competitor can either situate its product next to the (5) existing one in a straightforward battle for market share, or try to find a corner of the market in order to gain the loyalty of a consumer group not satisfied with the centre brand.

If there are several brands in the market, they are likely to position themselves fairly evenly throughout the space and how small differences or major differences in consumer preference. If, on the other hand, several producers are (6) competing for the largest centre segments, new entrants onto the market will probably find that smaller segments with less competition are more profitable. In fact (7) targeting a particular market segment is often the only realistic strategy for firms with limited resources, although it can be risky, as the segment might get smaller or even disappear, or be attacked by a larger competitor.

At the beginning of a product's life cycle, companies often produce only one version, and attempt to develop demand by undifferentiated marketing, before (8) switching to differentiated marketing in the product's maturity stage. Differentiated marketing involves (9) developing several brands, each positioned in a different segment. This obviously maximizes total sales, but equally increases R&D planning, market research, (10) forecasting, production promotion, administration and inventory costs.

EXERCISE 2

How many of the verbs also exist unchanged as nouns? What are the nouns related to the other verbs?

appeal	battle	brand	centre	compete
consume	cost	cycle	develop	forecast
gain	increase	manage	mature	need
position	prefer	purchase	research	risk
segment	share	situate	switch	target

Voraussetzungen

- ① Zielgruppe festlegen → Marktsegmentierung
- ② Marktforschung (systematische, kriteriengeleitete Untersuchung des Absatzmarkt)

Marktsegmentierung

- Einleitung des Gesamtabsatzgebietes (Absatzmarkt)
in einzelne Teilmärkte (Teilbereiche)