



# **SEMI<sub>s</sub> TRAINING**

## **OVERVIEW OF SEED COMPANY MARKETING**

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- **Marketing** - a social and Managerial process - individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.

- **Seed Company marketing must focus on**
- **The 4Ps : Product, Price, Place, Promotion, plus Others: People, Physical evidence, Process**
- **Proper seed processing and storage practices**

- Planning the marketing process
- Getting and retaining customers
- Dealing with competitors
- Market segmentation, targeting and positioning

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# THE CORE CONCEPTS OF MARKETING

- Needs , wants and demands
- Products
- Value, cost and satisfaction

- Exchange and transactions
- Relationships and networks
- Markets: Physical place or virtual, buyers and sellers, crop type, geographical location
- Marketers and prospects

# Scope of marketing management:

- Customer analysis
  - Market segmentation: know your market
  - target markets: segment selection
  - market positioning: Image

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- product development,
- Pricing
- distribution
- communication and promotion.

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- Marketing information systems
- The role of information as a competitive tool
- Competitor analysis
- Understanding the marketing environment: Micro and Macro  
(PESTEL)

- **The Marketing Concept**

- A customer oriented philosophy that is implemented and integrated through out an organization to serve customers better than competitors and achieve specific goals.

- Provides an orientation for conducting business, a way of thinking, and a basic approach to business problems.

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MO Focuses on

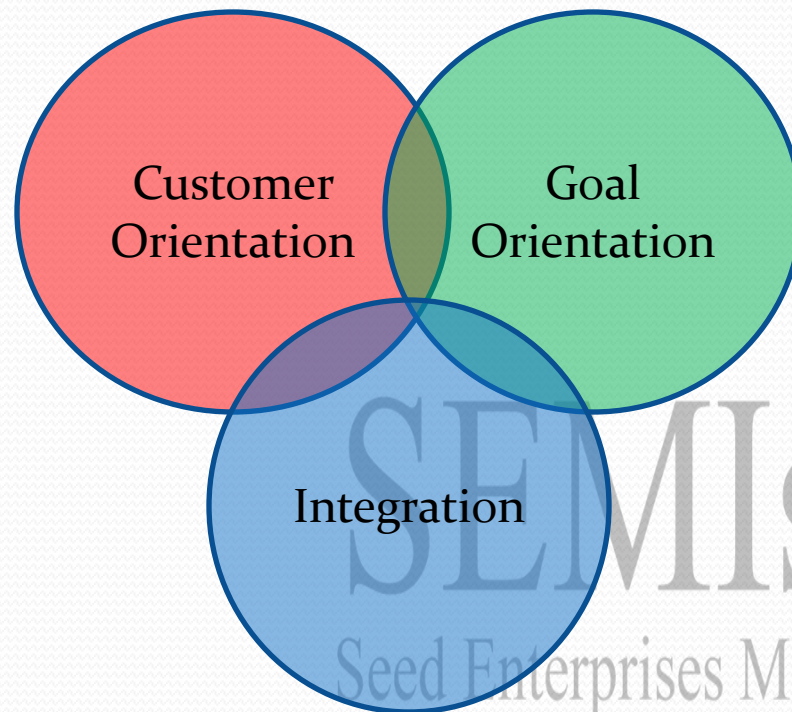
- Customer orientation
- Organizational integration
- Goal achievement

Leads to **Success**

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