



MARKET ORIENTED ORGANIZATION

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Many people confuse marketing with the actual selling of a product. Marketing implies selling, but is in fact much more than just that. In a company, it is not the equivalent of selling a product, but it starts in fact even well before the product even exists in its final form. Marketing is “homework” for every manager that has to be aware of the needs of the market, to measure their intensity, their saturation and recognize the opportunity to obtain profit. While the actual sell happens after the product is completed, marketing lasts during the products entire life cycle through different efforts to increase the number of consumers, to increase product quality, or through a periodic sales analysis

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