

Introduction

2 Sets of Topics

Marketing Strategy

Which markets to enter?

Tactics

Optimize profits in chosen markets

Marketing Strategy

Which Markets to Enter?

1. Market size
2. Competition and market power
3. Markets in which your suppliers and distributors have competitors

Tactics

What should our *product* tactics be?

What should our *pricing* tactics be?

What should our *channel* tactics be?

What should our *advertising* tactics be?