

Collocations

6 Complete the marketing collocations in sentences 1–10 with words from the box.

bring declining enter flood leader niche
research segmentation share study

- 1 The same product may interest teenagers in Europe and professionals in Africa: determining market _____ is about adapting the marketing mix to these different customer subgroups.
- 2 Most companies are reluctant to invest in promoting a product if it faces a _____ market.
- 3 A custom-made product can be profitable if the company identifies and develops a small market segment or _____ market effectively.
- 4 Companies often try to capture market _____ by cutting prices or offering special deals.
- 5 Market _____ is needed in order to estimate the cost of doing business in a particular area.
- 6 The purpose of conducting a market _____ is to obtain information about customers' needs and how well they are met.
- 7 The company with the biggest sales in the sector is known as the market _____.
- 8 Manufacturers sometimes _____ the market with cheap products to 'buy' new customers.
- 9 Every great idea needs a manufacturer who is willing to invest in order to _____ it to market.
- 10 The quickest way for large retail chains to grow is to _____ new foreign markets.

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blend
coupon
marmalade
razor
SMS
spare
stealth
subliminal

Discussion

7 The following sales promotion techniques are often used to stimulate sales. Give examples of these techniques. Use the products in the box to help you.

holidays music printer cartridges soft drinks software

- 1 BOGOF: buy one get one free
- 2 loss leaders: products sold at a low price to encourage sales of another product
- 3 tying: making sales of one product depend on the customer buying another
- 4 cashback: money returned after the customer has paid for something
- 5 bundling: selling several products together as one combined product

8 Discuss solutions to these case studies. Explain how you would improve the marketing mix, what techniques you would use and what sales promotion techniques would help.

Internet research

Search for the keywords *Maslow's marketing filter*. Apply this technique to the ideas you developed in Exercise 8.

Old Orchard

Old Orchard is a high quality apple juice made using organic fruit and traditional methods. It is sold at a premium price in restaurants and tea shops. Market share and profit margins are declining. How can Old Orchard update its image and diversify into new markets?

Crunchy Morning

Crunchy Morning make an exciting new range of breakfast cereals with unusual flavours, e.g. mint, grapefruit, strawberry and marmalade. How can Crunchy Morning capture market share in a saturated market?

That Touch Cosmetics

That Touch Cosmetics are well-known in Western Europe for their sensibly-priced skin care and beauty products for women. New management have ambitious objectives for growth. How can That Touch grow in what seems to be a mature market?