

- Control and correction phase - evaluating the sales results, marketing strategy correction

The innovation should be continuous, as a part of the strategic marketing management (product, production, marketing, etc.). The innovation is necessary to assess and evaluate in the context of all phases of the marketing strategy.

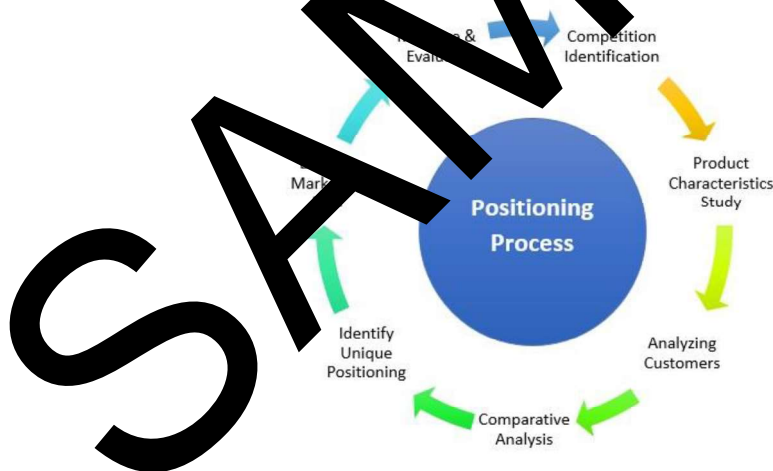
Question

Does your company have a corporate and marketing strategy?

Is your company currently planning for something new? If you can be involved within the plan, this will help you greatly in devising/carrying out a plan.

Positioning

“Positioning starts with a product. A piece of merchandise, a service, a company, an institution, or even a person. Perhaps yourself. But positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. That is, you position the product in the mind of the prospect.” Al Ries, Jack Trout



- Positioning is about creating perceptions, opinions and attitudes, in the minds of customers, associated with the company (organisation) brand or its goods or services. It can be spoken of placing information into the minds of customers and induction of the desired mental processes and contents related to the quality of the brand, price, utility, image, etc.
- Positioning is how the company and its products can define to the competition and create their unique and unmistakable image. Positioning is one of the methods of marketing management.