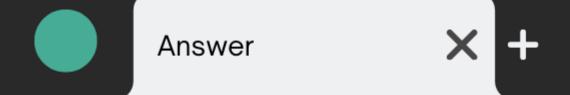


## DEFINE MARKETING





## Identifying the customer wants and satisfying them profitably.

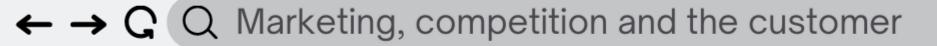




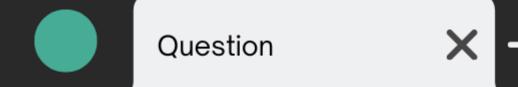
← → C Q Marketing, competition and the customer

## DEFINE CUSTOMER





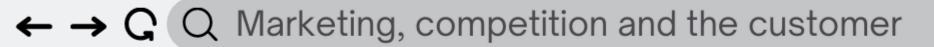
## When *existing customers continually buy* products from the same business.



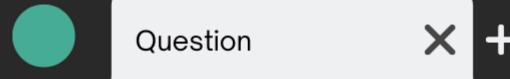


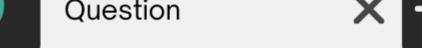
### DEFINE CUSTOMER





# A person, business or other organisation which buys goods or services from a business.

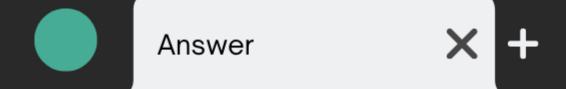






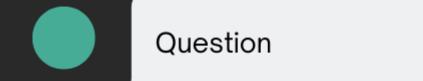
← → Q Q Marketing, competition and the customer

## BEFINE CUSTOMER RELATIONS HIPS





# Communicating with customers to encourage them to become loyal to the business and it's products.

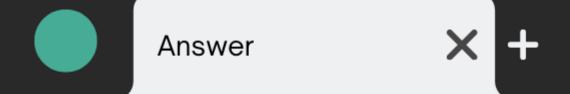


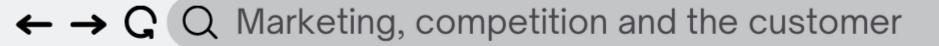




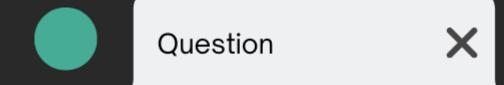
← → C Q Marketing, competition and the customer

## DEFINE MARKET SHARE





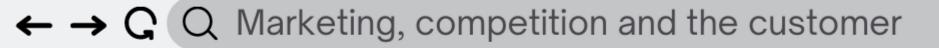
## The *percentage* of the *total market sales* held by one brand or business.



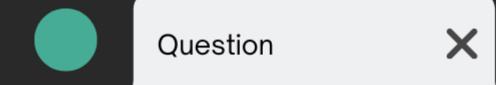


## DEFINE CONSUMER





## Buys goods or services for *personal use* - not to re-sell.



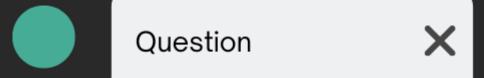


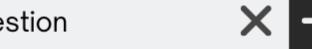
### DEFINE MASS MARKET





## Where there is a *very large number of sales* of a product.

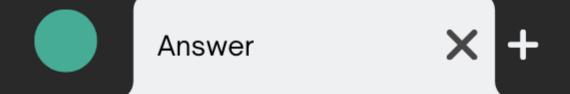


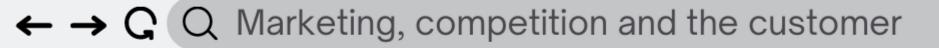




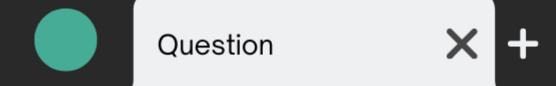
← → C Q Marketing, competition and the customer

## DEFINE NICHE MARKET





# A *small*, usually *specialised*, segment of a much larger market.





# DEFINE MARKET SEGMENT





# An identifiable sub-group of a whole market in which consumers have similar characteristics or preferences.