

Marketing

1-Introduction:

Marketing is still misunderstood subject business circles and in the public's mind, some people think that marketing exists to help manufacturing get rid of the company's products, the truth is the reverse that manufacturing exists to support marketing.

2- Definition of marketing:

Marketing is too often confused with selling, selling starts only when you have a product marketing starts before a product exists. Marketing is to figure out what people need and what your company should offers, marketing determines how to launch, to price, to distribute, and to promote products and services, marketing also decides if and when to end an offering, when marketing is done well, it occurs before company makes any products or enter any market, and it continues long after selling, so marketing is **“Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationships with customers. Hence, we define marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return” Philip kotler.**

Marketing can also be defined as the function that identifies unfulfilled needs and wants, defines and measures their magnitude and potential profitability, determines which target markets the organization can best serve, decides on an appropriate products or services, and programs to serve these chosen markets, and calls upon everyone in the organization to think and serve the customer.

According to both definitions, we can say that the goal of marketers is to build a profitable long-term relationship with its customers, not just sell a product, and that the principal marketing functions precede the manufacture of a product; they involve market research, product development, designs and testing.

3- Customer Needs, Wants, and Demands

The most basic concept of marketing is that of human needs. Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth, and safety....ect. Marketers did not create these needs; they are a basic part of the human makeup. Wants are the form human needs take as they are shaped by

culture and individual personality. An American needs food but wants a Big Mac, French fries, and a soft drink. A person in Algeria needs food but wants couscous, bread, and coffee for example. Wants are shaped by one's society and are described in terms of objects that will satisfy those needs. When backed by buying power, wants become ***demands***. According to their wants and resources, people demand products and services with benefits that create value and satisfaction.

4- Marketing information:

Marketer's goal is to build profitable long-term relationship with customers not just sell the product, toward this end marketers have to collect and analyze the information needed in order to identify potential and present customers needs and wants, this end marketers have to collect and analyze the information needed in order to identify the needs and wants of potential and present customers, this will also involve observation of the activities of competitors.

The type of marketing information needed can be broken down into the following:

- Information on past performance: this may includes sales, market share, product life cycle analysis....
- Information on current market position: observation of the activities of competitors, market segments, customer satisfaction.
- Information on future trends: sales forecast, new competitors, environment and legal factors, new technologies.