

Chapter 1 : Understanding Market Opportunities

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Understanding Market Opportunities Categories: Opportunity is a favorable condition in the environment. It enables marketing to consolidate and strengthen its position. It is an important factor in shaping market strategy. Good marketing is the art of finding, developing and profiting from opportunities. Opportunity is located in the external environment. External environment consists of conditions and forces outside the marketing. They influence performance and outcomes of marketing. The forces are political, legal, economic, social, cultural, and technological. They cannot be controlled by marketing¹. However, marketers need to spot opportunities in these forces. Market is the source of opportunity. Marketing managers must understand market opportunities. Attractive segments are chosen as target market after careful evaluation. They can be functional, service and emotional benefits. Functional benefits are derived from features, advantages, and benefits from product. Service benefits are derived by support services offered along with the product. Emotional benefit is derived by ownership and use of brand. It is done through market promotion programmes. The buyers are made aware about the product and its benefits. Competition also helps to bring awareness about product among buyers. The brand is effectively positioned. It refers to the amount of sales volume. It is number of customer multiplied by quantity of purchase during a specified period. Posted by Umesh Chaudhary at

Chapter 2 : Market Opportunity | Unmet Customer Needs | Strategyn

October Guest Editor: Andy Jeans The special theme section of this issue of Participatory Learning and Action explores the use of participatory approaches to help local people better understand markets and to develop their skills in managing financial resources.

Positioning Unmet needs represent market opportunities Looking through a jobs-to-be-done lens, we see that a market opportunity exists when customers struggle to get a job done. Indeed, addressing those unmet needs is the key to success. Our methods of prioritizing market opportunities work because they are built around our solid understanding of what a customer need is. Our opportunity algorithm explained below makes it easy for us to determine which customer needs are unmet and to what degree. Knowing which customer needs to address in priority order enables us to systematically accelerate company growth. Myths that mislead Companies often define a market opportunity as a new product or technology they have created. They believe that finding a need that their technology or product offerings can address is the actual market opportunity, but that is a myth that misleads. A market opportunity does not exist because a company has a certain competency or has created something; it exists because customers are struggling to get a job done. Their struggles are the market opportunity: The opportunity algorithm prioritizes market opportunities We have discovered that customers consider between 50 and metrics their desired outcomes when assessing how well a product or service enables them to successfully execute any job. A customer need is unmet when it is important to the customer, but not well satisfied with the solutions currently available. This formula reveals which customer needs are most important and least satisfied; the ones that represent the best opportunities for growth. For instance, if circular saw users agree that minimizing the likelihood of the cut going off track is an important and unsatisfied need, then that need represents a market opportunity. The more important the need and the less satisfied the customer is, the greater the opportunity for value creation. We use sophisticated quantitative market research techniques to ensure the accuracy of our data, reducing the risk of failure and making sure we focus on the right opportunities for growth. Learn more about discovering unmet customer needs. Each market opportunity is highlighted in the landscape. We discover hidden opportunities for growth by revealing where customers need help most. These market opportunities are also used as inputs into our market segmentation process, revealing unique segments of opportunity. Learn more about our growth strategy consulting services. Underserved Market This landscape reveals a market that is underserved and in need of a solution that will help customers get the job done better. Each market opportunity is revealed. The underserved outcomes represent opportunities for growth. Overserved Market This landscape shows a market that is overserved and ripe for disruption. A job map breaks down the job the customer wants to get done into specific process steps, enabling us to discover any hidden market opportunity that exists. This article introduces timeless standards for defining the types of customer needs that exist and how we use them to uncover each market opportunity and create value for customers.

UNDERSTANDING MARKET OPPORTUNITIES Marketing Management Anggiasari Rina Muasaroh Christopan Sitinjak Adriani Eka Juniarti Osman NP.

Strengths We are able to respond very quickly as we have no red tape, and no need for higher management approval. We are able to give really good customer care, as the current small amount of work means we have plenty of time to devote to customers. Our lead consultant has a strong reputation in the market. We can change direction quickly if we find that our marketing is not working. We have low overheads, so we can offer good value to customers. **Weaknesses** Our company has little market presence or reputation. We have a small staff, with a shallow skills base in many areas. We are vulnerable to vital staff being sick or leaving. Our cash flow will be unreliable in the early stages. **Opportunities** Our business sector is expanding, with many future opportunities for success. Local government wants to encourage local businesses. Our competitors may be slow to adopt new technologies. **Threats** Developments in technology may change this market beyond our ability to adapt. A small change in the focus of a large competitor might wipe out any market position we achieve. As a result of their analysis, the consultancy may decide to specialize in rapid response, good value services to local businesses and local government. Marketing would be in selected local publications to get the greatest possible market presence for a set advertising budget, and the consultancy should keep up-to-date with changes in technology where possible. It helps you focus on your strengths, minimize threats, and take the greatest possible advantage of opportunities available to you. It can be used to "kick off" strategy formulation, or in a more sophisticated way as a serious strategy tool. You can also use it to get an understanding of your competitors, which can give you the insights you need to craft a coherent and successful competitive position. When carrying out your analysis, be realistic and rigorous. Apply it at the right level, and supplement it with other option-generation tools where appropriate. Subscribe to our free newsletter , or join the Mind Tools Club and really supercharge your career!

Chapter 4 : SWOT Analysis (Strengths, Weaknesses Opportunities, Threats)

Opportunity is a favorable condition in the environment. It enables marketing to consolidate and strengthen its position. It is an important factor in shaping market strategy.

Trends are what allow traders and investors to capture profits. There are four major factors that cause both long-term trends and short-term fluctuations. These factors are government, international transactions, speculation and expectation, and supply and demand. Here are the four major factors: By increasing and decreasing interest rates, the U. Federal Reserve can effectively slow or attempt to speed up growth within the country. This is called monetary policy. By altering interest rates and the amount of dollars available on the open market, governments can change how much investment flows into and out of the country. Learn more in our Federal Reserve Tutorial. Countries that predominantly export, whether physical goods or services, are continually bringing money into their countries. This money can then be reinvested and can stimulate the financial markets within those countries. Speculation and Expectation Speculation and expectation are integral parts of the financial system. Expectation of future action is dependent on current acts and shapes both current and future trends. Sentiment indicators are commonly used to gauge how certain groups are feeling about the current economy. Analysis of these indicators as well as other forms of fundamental and technical analysis can create a bias or expectation of future price rates and trend direction. Supply and Demand Supply and demand for products, services, currencies and other investments creates a push-pull dynamic in prices. Prices and rates change as supply or demand changes. If something is in demand and supply begins to shrink, prices will rise. If supply increases beyond current demand, prices will fall. If supply is relatively stable, prices can fluctuate higher and lower as demand increases or decreases. While all of these major factors are categorically different, they are closely linked to one another. Government news releases, such as proposed changes in spending or tax policy, as well as Federal Reserve decisions to change or maintain interest rates can also have a dramatic effect on long term trends. The lowering of interest rates and taxes can encourage spending and economic growth. This in turn has a tendency to push market prices higher. In the short term, these news releases can cause large price swings as traders and investors buy and sell in response to the information. Increased action around these announcements can create short-term trends, while longer term trends may develop as investors fully grasp and absorb what the impact of the information means for the markets. A high demand for a currency means that currency will rise relative to other currencies. The Participant Effect The analysis and resultant positions taken by traders and investors based on the information they receive about government policy and international transactions create speculation as to where prices will move. When enough people agree on one direction, the market enters into a trend that could sustain itself for many years. Trends are also perpetuated by market participants who were wrong in their analysis. As more investors climb aboard to profit from a trend, the market becomes saturated and the trend reverses, at least temporarily. In some markets, such as commodities, supply is determined by a physical product. Supply and demand for oil is constantly changing, adjusting the price a market participant is willing to pay for oil today and in the future. As supply dwindles or demand increases, a long-term rise in oil prices can occur as market participants outbid one another to attain a seemingly finite supply of the commodity. Stocks fluctuate on a short and long-term scale, creating trends. The threat of supply drying up at current prices forces buyers to buy at higher and higher prices, creating large price increases. If a large group of sellers were to enter the market, this would increase the supply of stock available and would likely push prices lower. This occurs on all time frames. The Bottom Line As stated above, trends are generally created by four major factors: These areas are all linked as expected future conditions shape current decisions and those current decisions shape current trends. These policies effect international transactions which in turn effect economic strength. Speculation and expectation drive prices based on what future prices might be. Finally, changes in supply and demand create trends as market participants fight for the best price. Trading Center Want to learn how to invest? Get a free 10 week email series that will teach you how to start investing. Delivered twice a week, straight to your inbox.

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The male and female split will then be in proportion to the age groupings, according to the actual population percentages. So the final quota sample will be according to sex and age. Suppose a seller of tractors wishes to measure a population with respect to the percentage. Generally, then, for percentages, the sample size may be calculated using: Analytical techniques for researching international market: Besides the usual descriptive data analysis methods, there are a number of other techniques which can be used in analysing market potential. Statistics can be obtained from in country sources. Describe the relationship between demand for goods and changes in income. This could, for example, show what could happen to the demand for basic agricultural products, if income rises. In theory, it should decline. If Zimbabwe, for example, introduces a new form of tobacco drying, it is likely the other tobacco producing countries around it will do the same. One of these methods is analogy. There are two ways of using this technique, one is by cross sectional comparison, the other by time series analysis. Cross sectional analysis assumes that a factor which correlates with demand in country A could be translated to country B. Time analysis is a similar technique but adds the time dimension, very similar to the estimate of the stage in the international life cycle. One USA chemical company found that soup consumption was the only reliable index forecasting sales in Asia. There are limitations to the analysis. These include whether the two countries can really be compared, whether technical or social developments have led to a leapfrogging of the product under consideration, and whether the difference between potential and actual demand which could depend on other factors like price, adaptability etc. Comparative analysis, say between countries on intracompany, intercompany, national - subnational markets can be useful for estimating potential demand. It is not unreasonable, say, to compare Zambia and Tanzania. Computer packages exist to cluster similarities and differences between countries which may show factors which could be common and therefore potential markets. Such packages include multidimensional or clustering techniques. MFIs indirectly measure potential demand, using variables that either intuition or statistical analysis suggest can be closely correlated with the potential demand for the product under review. Variables should be restricted to those which relate to product demand and these may be GNP, net national income or total population. In assessing the demand for coffee appliances, for example, an index which includes coffee drinkers and type of coffee consumed would be useful. A very useful and powerful tool. The procedure selects the independent variable that accounts for the most variance in the dependent variable, then the variable that accounts for the remaining variance etc. Often multiple regression is needed as a single variable will not do. Predictions are often made on market demand for products based on what would happen if GNP were increased. As seen earlier, an increase in GNP could be good for luxury or durable goods but not basic commodities. However, high GNP per capita, may be a good predictor of, say, exotic high value horticultural produce, out of season produce or technological advanced agricultural machinery. Location of research facility It is always a burning question as to where to locate the research, in-country or "at home". In general the more "distant" the country, the better it is to locate the research in-country. Surveillance techniques could, on the other hand, be mainly conducted at home. The following case shows what happened to the Tanzanian sisal industry due, in part, to the lack of a global intelligence facility. Basically, it failed to take account of the shrink in demand for sisal fibre in Western Europe. Many sisal mills were being dosed because of the fact that they were old and labour intensive hence uneconomic, and the: Sisal was brought into Tanzania by a German Agronomist, Dr. Richard Hingdorf in and the first estates were established in Tanga and Morogoro regions. British and Asians, although a number of Germans re-acquired their estates from onwards. Production was around - tonnes per annum. Since then production has stagnated at around 30 - 33 tonnes per annum. Needless to say Tanzania has long since ceased to be the number one world producer and its export earnings fallen well behind that of coffee, cotton tea, tobacco and cashewnuts. The decline in sisal production came in two stages, an initial stage up to and then onwards. Both internal and external factors account for the decline. In the second stage liquidity problems

affected production. However, the external factors in the two periods had the most significant effect and show clearly the consequences of an ill prepared intelligence system. In the initial stage up to Tanzania experienced declining world prices of sisal fibre and the introduction of a substitute, cheap synthetic fibre -polypropylene twines. These factors led to low investment in replanting, leaf transport facilities and factory machines at the estate level. An inability to pick up these changes in demand by the intelligence system was a major player in the industry collapse. However, there is a ray of hope with a new swing worldwide to more "greener" and more environmentally friendly products. Tanzania sisal could make a comeback. These are as follows: Many of these facets apply more to developing than developed countries. However using a variety of methods, outlined in the section, a lot of them can be ingeniously overcome. Whilst the gathering of information in the international context is fraught with difficulties, without it the marketer would be planning in the dark. The two most important modes of scanning are surveillance and search, each giving data of a general or specific kind, invaluable to the strategy formulation process. In all decisions whether to obtain data or not, costs versus benefits have to be considered carefully. Chapter Summary Such is the uncertainty surrounding doing business globally, that without some form of intelligence system, organisations will most certainly founder. Whether the organisation obtains information itself or through the help of outside agencies, it must first determine the purpose for which the information is to be used, then how it is to be collected and analysed, taking into account cost and time considerations. It is often cheaper and less time consuming to use already available published data, but this can be too general, dated and not in the form required. In this case primary data collection may be required, involving decisions on the research design, method of data collection, sample type, and size and method of analysis. Collecting intelligence data internationally can be fraught with hidden dangers including lack of access to respondents and misinterpretation due to cultural differences.

Chapter 6 : Understanding Market Research

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You will utilize this information to define your target markets and establish a competitive advantage in the marketplace. For market research to be useful, the information must be timely and relevant to your business. A successful new venture sells customers goods and services they want or need and continually grows a base of satisfied customers. Hundreds of thousands of people consider starting new businesses each year, and each of them will ask themselves the same questions: Does my product or service fill a need? Who will buy my product or service? What will my price point be? What are the trends in my industry? Who are my competitors? By gathering research about your business concept, industry, potential customers, and competitors, you can uncover or verify unmet customer needs in the marketplace, and, many times, discover new ideas for products or services. Market research can provide you with value that should exceed the time and cost of the research itself. It can help you minimize your financial risks by determining if your product or service will succeed or fail in the marketplace, and perhaps save you from making costly mistakes. Market research helps you to: Communicate effectively to your target markets through advertising and promotions. By researching your customers and their spending and buying habits, you can create marketing campaigns to meet their specific interests and needs. Identify and understand opportunities that exist in the marketplace. For example, through preliminary market research, you might find an opportunity to start your business in a geographic location you had not considered before, where little or no competition exists for your product or service. Pinpoint potential obstacles or problems with your business concept. Through research, you may uncover direct or indirect competitors you had not considered before who may inhibit your ability to gain a competitive advantage in the market. You might also discover future development plans that could include big-box retailers in your target market location. This information is important to discover because it can help to minimize your short-term and long-term financial risks. Benchmark and evaluate your success. By knowing the size of your market, how your competitors are doing and who their customers are, you can set goals to reach your market, grow your customer base, and track how you are doing in relation to the competition. Consider this example of how research can lead you to a market opportunity: Researching a paper in employment law, he learned about the high cost to employers of employee liability lawsuits and rapid changes in employment law. Thinking there might be a demand for employee screening services, he spent seven months interviewing employers, studying competitors, and researching public record and law databases. Because he took the time to research the market, competitors, and relevant legal issues, Matthews was able to develop a feasible idea into a successful business. Whether you are buying an existing business and looking to expand into new markets or introducing a new product or service, primary and secondary market research will provide you with valuable information to help you develop a strong Marketing Plan. Market research can provide you with information about your industry-its current size, growth potential, and general operational patterns. Market research can also tell you about customer characteristics in a particular market segment and about how your target market spends money. It can reveal motivational patterns and other psychological aspects of your target market, including customer perceptions, values, and opinions. Market research also provides you with information about your competitors and how economic, political, or environmental trends in the marketplace could affect your business. Whichever style of market research you opt for-and you should consider a blend of several approaches-you need to focus on the value of the information, its accuracy, and relevance to your business concept. Many key business decisions will be based on the information you gather.

Chapter 7 : Acorn Asia | Understanding Market Opportunities & Consumers

The Nordic region is a bellwether for adoption of technology and service innovation in Europe. This document describes the fundamentals of doing business in the region, as well as the new growth opportunities in business intelligence

services or offshore delivery services.

Chapter 8 : 4 Factors That Shape Market Trends

9 out of 10 startups will fail. 42% identified the 'lack of a market need for their product' as the single biggest reason for their failure.

Chapter 9 : ACEC - The "Retail Apocalypse" - Understanding Market Effects and Opportunities

is a market opportunity evaluation leading to the selection of a product(s). The understanding of the market situation from their position in the market chain.