

Different backgrounds & experience

Hello!

- ◆ A great deal of today will be new
- ◆ Tools & concepts for your Businesses
- ◆ Marketing language difficult
- ◆ No comment or question is silly
- ◆ If you don't understand **Please** **ask**

Practical Marketing

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by Micky Duncan



Career Details

- ◆ Sales Representative Beecham / Reckitt & Coleman [**R&C**]
- ◆ Worked for R&C a Major UK multi national FMCG company for 22 years
- ◆ Marketing & Sales director – **R&C** - Divisional Managing Director
- ◆ Started own Health & Beauty Aid Co – Sold to L’Oreal
- ◆ Marketing Director L’Oreal
- ◆ NBS Bank Director - Head of Group. Marketing - [7 divisions) for 12years

E d u c a t i o n

- ◆ **Graduate schools:-** Stanford (USA) – Insead (France) – University of Cape Town



- ◆ - Institute of Marketing Management IMM Awards
- ◆ - Packaging and Design Institute of South Africa

AGENDA

- ◆ What is Marketing ?
- ◆ Finding your Market / Segment
- ◆ Understanding your target market
- ◆ Identifying a gap/niche
- ◆ Competitor analyse:- price, position, service
- ◆ How to differentiate your product USP
- ◆ How to Brand & Package your product
- ◆ How to position & advertise / promote your product



Practical Concepts & Tips

Marketing often confused with Sales

Sales only one part of Marketing



Marketing Long term focus—
Creates demand

Sales short term focus—
Satisfies demand

