

A **product strategy** involves building a **product line**, which can be defined as: a group of closely related products that function in a similar manner, are sold to the same clientele, are marketed through the same types of outlets, and fall within a given price range.

The **adoption process** is the mental process through which an individual passes from learning about an innovation to final adoption.

Channel Conflict can sometimes be positive because it promotes healthy competition-without it, the channel could become passive and non-innovative.

The task performed by channel members concerned with grading, assembling and packaging is **matching**.

The modern marketing logistics network can be thought of as a **value delivery network**.

Operating supplies such as stationery items and repair items are the **convenience** products of the industrial field.

(Supplies are convenience products of the industrial field because they are usually purchased with minimum effort or comparison).

A product's overall durability, reliability, precision, ease of operation and repair, along with other valued attributes make up the **product quality**.

(Product quality means the ability of a product to perform its functions).

Most market offerings lie on a continuum between the two extremes and involve a combination of **physical products and services**.

(The broad term 'product' also includes services and generally lies in a continuum between physical products and almost pure services).

(A product line can be extended by adding or **filling** more items within the Current Range of the line to counter a Similar line offered by competitors).

Buyers do not normal compare **specialty** products.

(Specialty products are consumer goods and services that have unique characteristics or brand identification for which a significant group of buyers are willing to make a special purchase effort).

(A **private label** brand is a brand created and owned by a reseller of a product or service).

Product strategy involves building a product line, which can be defined as a **group of closely related products that function in a similar manner**.

(A product line is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges).

(A company can increase the length of its product line by **stretching** its line or **filling** its line by adding more items).

(The **Product Mix** (or **Product Assortment**) is the **set of all product lines and items that a particular seller offers to its buyers**).

Stretching upward can add prestige to current products, attracting faster growth rates or higher margins at the higher end, or positioning companies as full-line manufacturers.

(The distinction between a consumer and an industrial good are based upon the purpose of the product. An industrial good is purchased for further processing or for use in Conducting a business).

Making a major product line decision involves determining **product line length**.

(In developing product line strategies, marketers face a number of tough decisions on product line length. The number of items in the product line determine the product line length).

Repositioning refers to products targeted for new use, application or to a new user.

(The product, baking soda, serves as a good example on how it has been repositioned several times from baking, to deodorant and carpet cleaner)

(During maturity, companies can try to modify the **market**, the **product**, or the **marketing mix**, to stave off decline).

(**Concept testing** calls for testing these concepts with a group of target consumers).

(The **adoption** process is the mental process which an individual passes from learning about an innovation to final adoption).

(Buyer Readiness State: Awareness } Knowledge } Liking } Preference } Conviction } Purchase).

While costs set the lower limit of prices, **Market and Demand**, set the upper limit.

The experience (learning) curve allows a **drop in the average per-unit production cost that comes with accumulated production experience**.

A wholesaler that takes title to the merchandise they handle, is known as a **merchant wholesaler**.

A marketing channel is a **set of independent organisations involved in the process of making a product (good, service or experience) available for use or consumption by consumers or businesses**.

Companies who use the percentage of sales method for setting their IMC budget wrongly view sales as the **result** of the IMC rather than the **Cause**.

The main objective of **informative advertising** is to **simulate primary demand**.

When developing an advertising program, marketers must make five major decisions, these are: **Objective Setting, Budge Decisions, Message Decisions, Media Decisions, Campaign Evaluation**.

To set its total promotion budget, a company can choose between four common methods: **The affordable method, the percentage of sales method, the competitive-parity method, and the objective-and-task method**.

The type of advertising objective that is most important to **mature products** is **Reminder Advertising**.

Consumers are so greedy for extra value that marketers need to consider only the **Size** of the incentive and the **Length** of the sales promotion program.

Team Selling is a growing trend for many companies, using groups of people from various sectors to service large and complex accounts.

Samples: Free or discounted goods provided at store level or through the media, such as inserts, designed to facilitate product trial.

Redeemable Coupon: A coupon carried on-pack or in other media that, when forwarded to a marketer or appointed agent, will be redeemed for a product or service, or even a discount on the next purchase.

Cash-Back Offer: A cash discount usually received by forwarding a 'proof-of-purchase' where state legislation permits.

Cents-Off Deal: A price deal, usually offered at retail level but also by direct marketers.

Price Pack (Cents-Off Deal): A reduced price that is marked by the producer directly on the label or package.

Premium Offer: Goods offered free of charge or at reduced prices as an incentive to buy a product.

Advertising Specialty: A useful article imprinted with an advertiser's name, given as a gift to consumers.

Patronage Reward: A cash, merchandise or service reward offered to consumers who make continual use of a company's product or service, e.g. Frequent Flyer plans.

Point-of-Purchase (POP) Promotion: An offer ranging from a theme promotion in-store to a specially arranged selling area.

Contests and Games of Chance and Skill: Promotional events that give consumers the chance to win something of value by luck or skill.

(**Selling Process:** Prospecting & Qualifying } Preapproach } Approach } Presentation & Demonstration } Handling Objections } Closing & Follow-up).

(The use of the Web in B2B marketing has so far outstripped its use in consumer marketing).

Increasing Brand Awareness is NOT an objective of sales promotion.

Long Term Customer Loyalty is NOT a likely outcome of sales promotion activities.

Direct Marketers do NOT market via blimps and stadium advertisements to live sports audiences.