

# Market...ing

let me say something about marketing ,marketing is a very vast field ,it has 2 components MARKET & ING....but to fulfill that ING we have to think about what customers want ,what are the substitutes' present in the market ,we have to be few steps ahead of others by providing what others don't provide..So every time a product is launched lot of research has to be done to fulfill the ING.

The market is open ended, anyone can come & open a new business or an existing one, He has given his time, money & efforts to get the business flourish.

To sustain in the market ,it's nothing like we sell the product & we tell bye forever to the product , but we have to think in long teams ,we have to think about sales and service, service is something which can bring the customer close to us or far away from us, some customers face some problems with the product, then get back to seller and seller gives his some tricky excuse and gets the problem rectified ,but there are even those customers, who walk away and even don't approach the seller ,we have good percentage of unsatisfied customers' ,that should be prime target in beginning of opening a new business, Once we achieve these unsatisfied customers, we should think that most of the job is done...

In a football game when a goal is missed by goal keeper every one cruces him, that time no one remembers ,how many difficult goals he has saved in the same session, this is the best example from me to define the MARKET & ING..

U know why many dreams don't see sunlight, because either those dreams are not worth coming true or they don't find a investor, if we want to be in marketing field we have to inherent talking without any hesitation with everyone.....

Junaid Shafi Nanda

III Semester MBA (BU)