



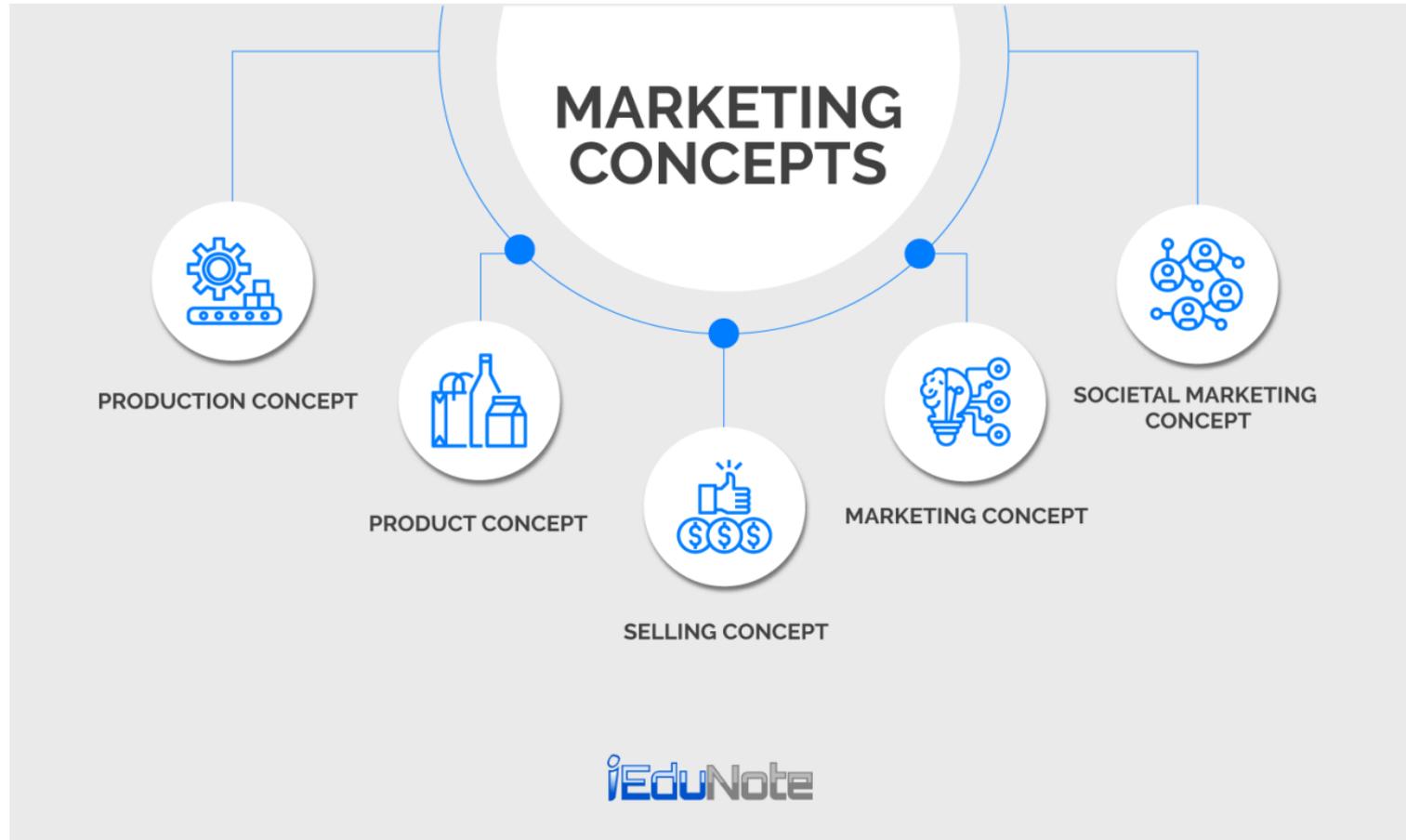
Marketing Concept

Presented by:

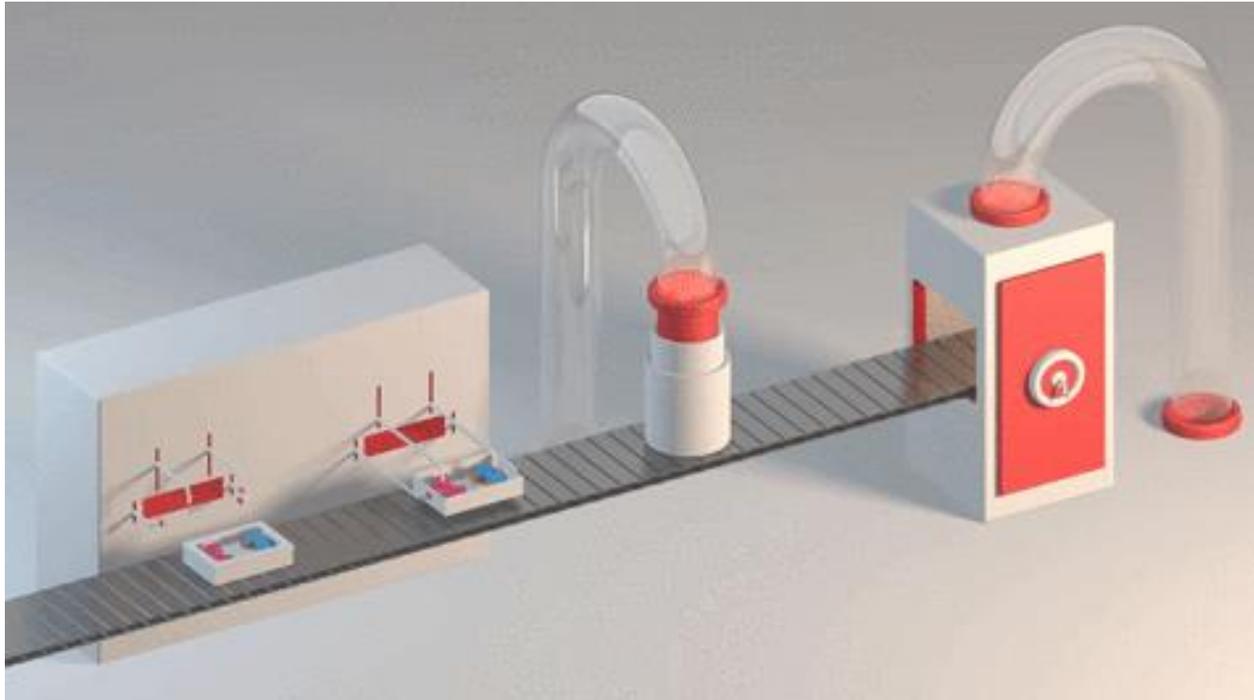
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Core concept of Marketing



1) Production Concept



Production Concept

- Customer will favour those product with are widely available and low in cost
- Managers working with this concept try to achieve high production efficiency and wide distribution coverage.

2) The Product Concept

SNEAKS

HOME

ABOUT

CONTACT



ADIDAS

Pharrell Williams Crazy BYW Shoes

Bringing people together and highlighting diversity are at the heart of Pharrell Williams' work in music, film and fashion. These shoes celebrate LGBTQ pride with a special-edition design that shows off "Empathy" and "Gratitude" on the tongue loop. A reflexology footbed graphic adds to the creative flair. The podular Boost midsole revives the '90s-era FYW concept that gives them a responsive, natural feel.

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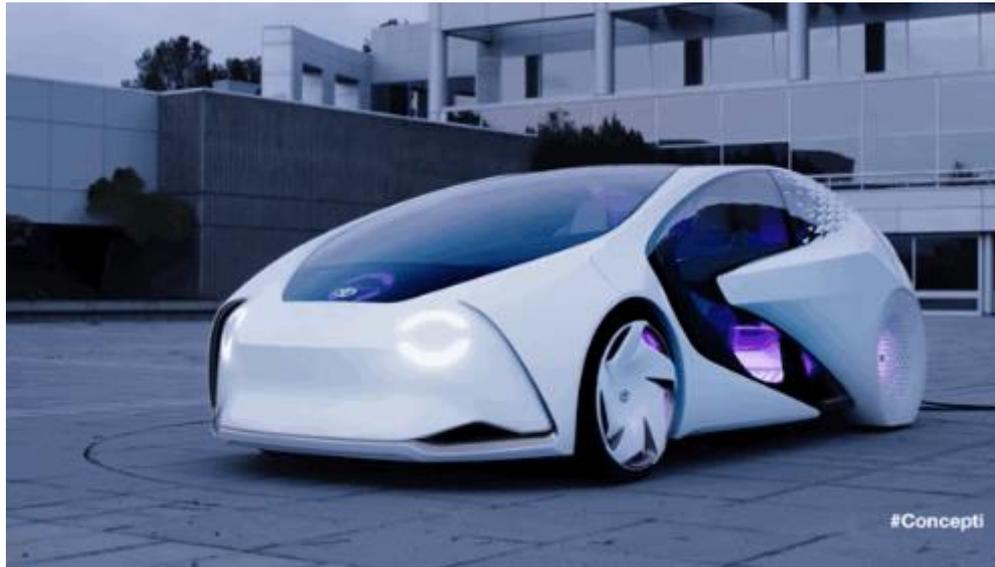


QUANTITY

1

ADD TO CART





The Product Concept

- Consumer will favour those products that offer the most quality, performance or innovative features.
- Manager continuously improves the product quality.

3) Selling Concept





**Recipes
For
Going
Public**

Selling Concept

- This concept holds that consumers, if left alone will ordinarily not buy enough of the organization products.
- Therefore organization must therefore undertake an aggressive selling.

4) Marketing Concept

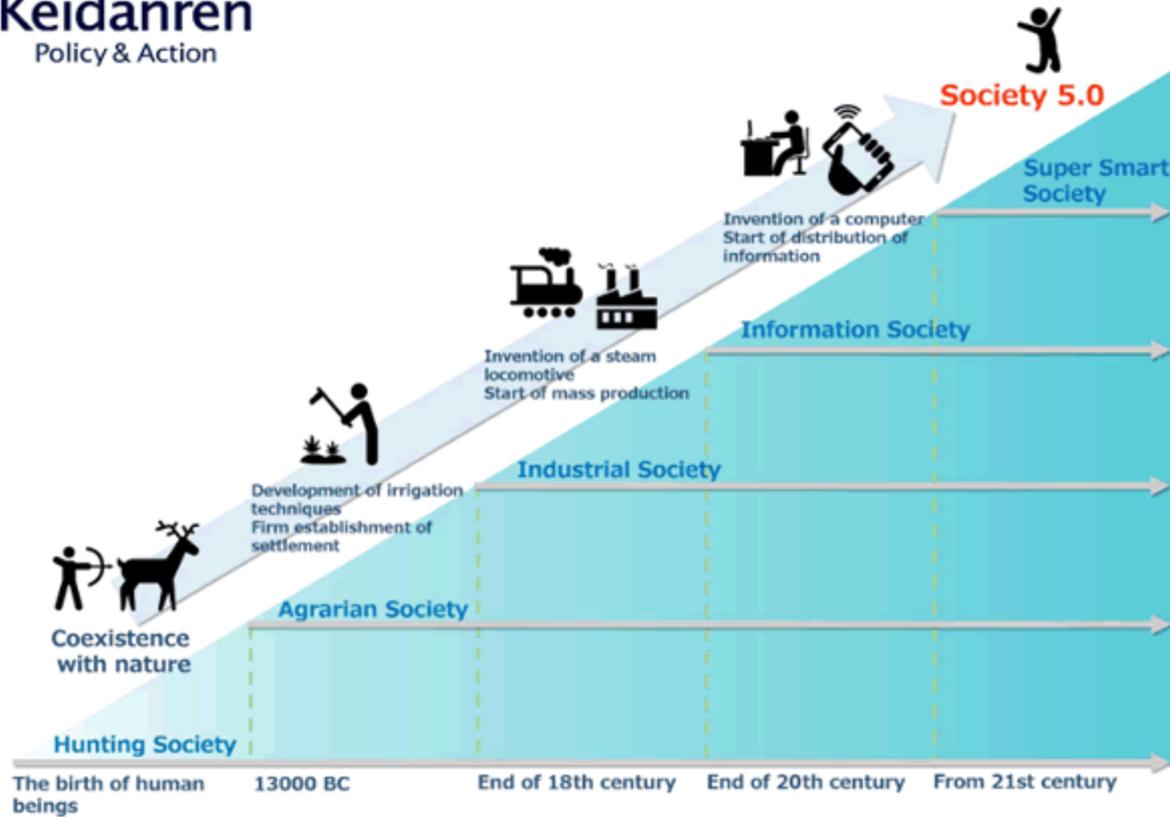


Marketing Concept

- The marketing concept explain that satisfaction should be provided to the customer by developing the products by knowing their needs.
- Organization goals can be achieved by knowing the need and want of customer.

5) Societal Marketing Concept

Keidanren
Policy & Action



Societal Marketing Concept

- This concept suggest that need and want should be fulfilled by organization after identifying properly. But this development and production must involves the intent to preserve the well being of society.