Marketing Definitions:

Marketing is the process of creating value, satisfying customer needs, and building strong relationships.

- **CIM**: Managing processes to profitably satisfy customer requirements.
- **AMA**: Creating and exchanging value with customers.
- **Kotler** & **Armstrong**: Building strong customer relationships.

التسويق: هو عملية خلق القيمة، وتلبية احتياجات العملاء، وبناء علاقات قوية

Marketing Functions:

وظائف التسويق:

- **Market monitoring:** Track trends and competitors — رصد السوق: تتبع الاتجاهات والمنافسين
- **Strategic planning:** Set marketing goals — التخطيط الاستراتيجي: تحديد أهداف التسويق
- **Targeting & positioning:** Select and serve target market — الاستهداف والتموضع: اختيار السوق المستهدف وخدمته
- **Brand management:** Build and maintain brand — إدارة العلامة التجارية: بناء العلامة التجارية والحفاظ عليها
- **Consumer proposition:** Deliver customer value — عرض القيمة للمستهلك: تقديم قيمة مضافة للعميل

Example: Offering free shipping to attract customers.

Marketing Process:

عملية التسويق:

1. **Market analysis**: Understand customers and competitors — **تحليل السوق**: فهم العملاء والمنافسين
2. **Strategy selection**: Segment, target, and position — **اختيار الاستراتيجية**: تقسيم السوق، وتحديد الهدف، والموقع
3. **Offering formulation**: Product, price, and distribution — **صياغة العرض**: المنتج، والسعر، والتوزيع
4. **Implementation & evaluation**: Launch and improve — **التنفيذ والتقييم**: الإطلاق والتحسين

Example**:** Updating a product based on customer feedback.

Marketing Environment: بيئة التسويق:

1- Micro Environment focus on groups of stakeholders in an organization. البيئة المصغرة: تركز على أصحاب المصلحة

1. Customers: Five types:

- Consumer markets: (individuals buying for personal use)
- Business markets: (companies buying for operations)
- Reseller markets: (buying to sell at a profit)
- Government markets: (purchases by public institutions)
- International markets: (buyers in other countries)

2. Marketing Intermediaries: distributors, retailers, or marketing consultants.

3. Suppliers: Provide raw materials and resources. Example: KSA as an oil supplier.

4. Competitors: Direct competitors: with similar goods. Substitutes: alternative. New entrants: competitors

5. Publics: Groups influencing or interested in the organization's ability to achieve goals. Example: TV.

2- Macro Environment is the external factors that affect the business operation based on seven factors, called **STEEPLE** البيئة الكلية: هي العوامل الخارجية التي تؤثر على العمليات التجارية بناءً على سبعة عوامل

1. **Social factors:** Societal changes. like, age.
2. **Technological factors:** New innovations provide advantages. like, 3D machines.
3. **Economic factors:** Economic conditions like, Economic growth.
4. **Environmental factors:** like, recycling products can lead to innovation.
5. **Political factors:** Political changes affect trade and operations like government rules.
6. **Legal factors:** Regulations impact business like Data Protection Act 1998).
7. **Ethical factors:** (beliefs, values) in the business. like, social responsibility.

Apple STEEPLE example: **Social**: raising use of social media. **Technology**: high quality camera. **Economic:** emerge new industries. **Environment:** recycle devices. **Political:** 52% of sales outside America. **Legal:** software license agreements. **Ethical:** prevent using bad words.

Competitive Advantage: المیزة التنافسیة: تعني تقدیم قیمة أكبر من المنافسین، تبني الولاء، وتحسن الأرباح، وتنسق الاستراتیجیات

It means deliver greater value than competitors. **Importance:** builds loyalty, improves profits, and aligns strategies.

Porter's Three Strategies:

1. Cost Leadership: Be the lowest-cost provider. Example: Walmart's low prices.

2. Differentiation: Offer unique products. Example: Apple uses differentiation.

3. Focus: Specialize in a niche market. Example: Rolex serving luxury watch buyers.

Focus Variants:

a. Cost: Low-cost solutions for a niche.
b. Differentiation: Unique products for a targeted audience.

Ansoff Growth Matrix: مصفوفة أنسوف: تحدد فرص النمو من خلال تحلیل المنتجات والأسواق

Ansoff Matrix identifies growth opportunities by analyzing products and markets.

1. Market Penetration (Existing Product – Existing Market): اختراق السوق (المنتج الحالي - السوق الحالي)

Strategy: Increase sales in current markets. Objective: Gain larger market share.
Example: Coca-Cola uses promotions to boost sales in established markets.

2. Market Development (Existing Product – New Market): تطویر السوق (المنتج الحالي - السوق الجدید)

Strategy: Introduce existing products to new markets. Objective: Expand the customer base.
Example: Netflix expands streaming to new countries.

3. Product Development (New Product – Existing Market): تطویر المنتجات (منتج جدید - سوق قائم)

Strategy: Create new products for current markets. Objective: Meet changing customer needs with innovation. Example: Apple launches new iPhone versions for existing customers.

4. Diversification (New Product – New Market): التنویع (منتج جدید - سوق جدیدة)

Strategy: Enter new markets with new products. Objective: Spread risk through diversification.
Example: Coca-Cola enters the bottled water market.