

WHAT SHOULD MSMES DO?

SHOULD THEY TRY TO SELL OR DO MARKETING?

A Practical Approach for Micro, Small and
Medium Sized Enterprises (MSMEs)

WHAT IS
SALES?
WHAT IS
MARKETING?

- ***The Main Approach of Selling:***

Customers need to be “poked” by some activities of sales. The main aim is increasing the sales. The fringe benefit is increasing the profit.



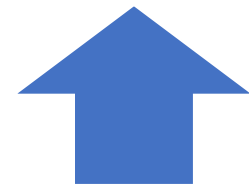
WHAT IS
SALES?
WHAT IS
MARKETING?

- ***The Main Approach of Marketing:***

If there is a search for (potential) customers and their needs, for producing/procuring goods or services, for ways of promoting and for patterns of delivering then the process is defined as marketing. The main aim is to earn profit through customer satisfaction.



**CUSTOMER
SATISFACTION**



PROFIT!



WHERE IS THE FOCUS?

SALES

FOCUS



PRODUCTS/
SERVICES

MARKETING

FOCUS



CUSTOMER
SATISFACTION

SALES

STARTING POINT AND THE PROCESS



SALES

- Product is the starting point.
- Strategic target is selling of the product through persuasion or different means of sales efforts.
- The focus is short term; Achieving the sales targets of the term (daily, monthly, yearly). The next term or medium term or the long term is another story that we are not interested in for the moment.

MARKETING

STARTING POINT AND THE PROCESS



MARKETING

- The focus is to identify the needs;
 - of target market
 - of potential customers
 - that market/customer is aware
 - that market/customer is not aware
- The offer is not “what the seller sales but what the customer needs”.
- Market research is part of the process
- There needs some efforts to create the demand for some cases.
- Customer is not satisfied only through sales efforts but by an integrated approach starting from the needs assessment to after sales needs.

SALES CONCEPT


Product


Market


**Customers
in the
market**


Company
with its product range
with its staff
with its technology


Technology



The only way
to get
improved
(increasing the
profit) is either
increasing the
sales or
decreasing the
costs.



MARKETING CONCEPT



Product



Market



**Customers
in the
market**



Company

with its product range
with its staff
with its technology



Technology

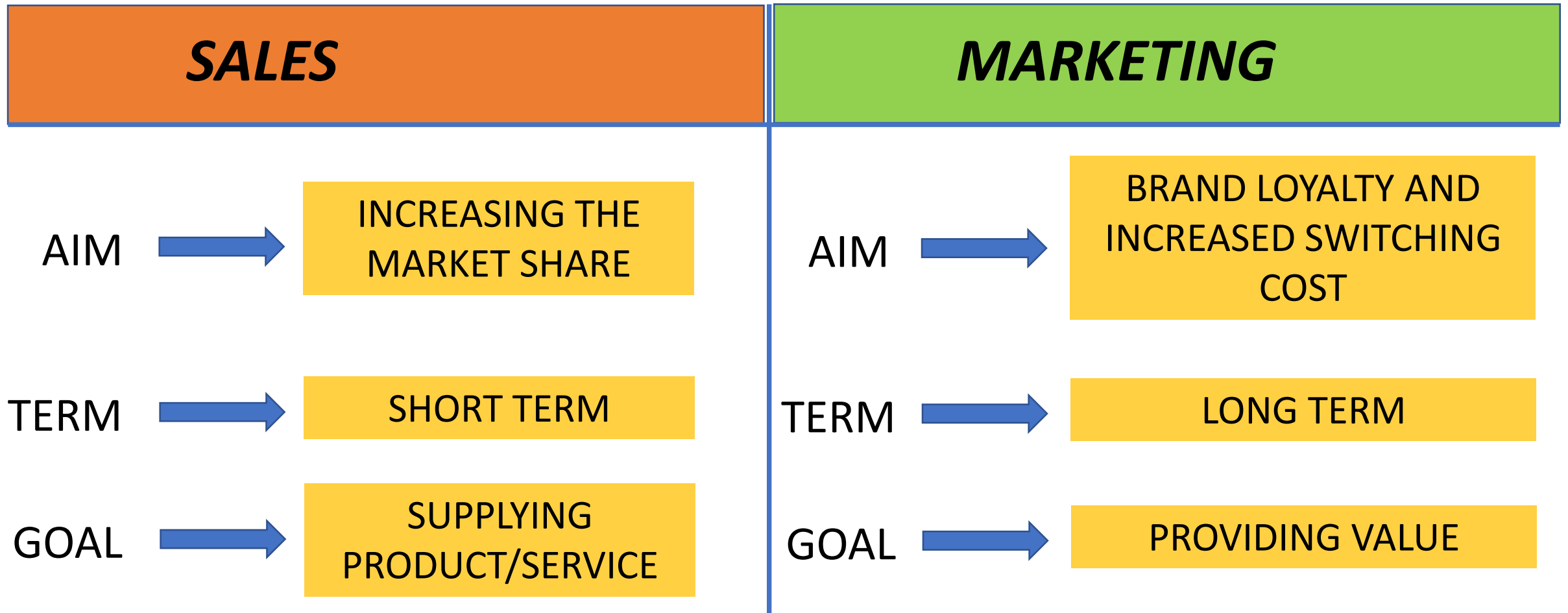


**Innovation
and
integrated
marketing for
customer
satisfaction
to increase
the profit.**



EVER CHANGING

WHAT IS THE AIM, IN WHICH TERM AND THE GOAL?






WHO IS RESPONSIBLE FROM THE MARKETING?

- Marketing is a strategic issue
- Strategy is the responsibility of the owner in MSMEs
- Sales is an operational function and can be delegated to sub-ordinates
- Marketing should be kept within the responsibility of the owner

WHAT IS THE RESPONSIBILITY OF MSME OWNER FOR MARKETING?

- Determining the market need
 - Determining the target customer segments
 - Designing the product/service or procuring a suitable one
 - Deciding the pricing strategy
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- Deciding the distribution channels
 - Designing the marketing mix
 - Becoming a Digital Marketing Expert
 - Executing the promotion activities
 - Planning the after sales services