

Definition of marketing and nutritional supplements

[Business](#), [Marketing](#)



GNLD Success in Marketing GNLD Success in Marketing Marketing is a vast field of study, which, due to its indispensability with humankind has drawn scholarly interest with many researchers concentrating in it in their endeavors. Its diverse feature has made it generate different definitions thus causing a controversy among scholars. From my opinion, marketing deals with search for, and satisfaction of personal or organizational clients needs after winning their confidence. I thus consider it a management process within which new or existing clients are familiarized with products and the organization ensures that the products or services reach the client in right time and order. As a management process, it believe that it must incorporate the 4ps where the organization initiate a new product, sets the price, ensure that it is in the right place to a certain channel of distribution, and familiarization is enhanced through the right promotional techniques. Therefore, I can generalize and argue from a philosophical perspective that the entire process of marketing is social process in nature for it involves taking action to meet clients' needs and realize organizational goals of increased sales through an exchange of products and customer's value. To discuss marketing from my point of view, I will consider GNLD, a nutritional supplement company in the U. S.

Nutritional supplements have increased tremendously due to the increased importance of essential vitamins and minerals that lack in people's body. These important are not available in the normal diets. However, the increase in the Nutritional Supplements selling companies has increased havoc since medical practitioners have noted with concern that some of these companies are money making since their productions are not regulated increasing

controversy surrounding the products. However, GNLD is an example of such a company, which for over 50 years has ensured good health to millions of people. Its purpose is ideally to empower individuals with essential knowledge and through their scientifically proven products realize long life health. The history of this company is unique. The founder, Jerry Brassfield, introduced this company at a very young age when he realized that quality supplements played a profound impact in restoration of people health. This was after his life was saved by his mother who healed his long allergy and asthma through addition of nutritional products in his food. Since the introduction of the company, it has achieved national and international success hence through the founder; the company has sought to empower people globally, control their health problems and realize their full potential the way he realized his.

Clear from my marketing definition, GNLD can be considered a good marketer from the success it has realized through its defined marketing strategies. The company, which started at a home in California has now networked to over 50 countries making it a global, multi-million dollar company. To become successful, it has considered the needs of the client with much concern. The company has factored in the 4ps hence meeting the clients needs. First, they ensure that the products are readily available in the right order and quality. To ensure the clients are respected, the prices of the products are equivalent to the quality. Their distribution is designed in a manner that any willing and potential clients at any place can own their business without necessarily factoring in their qualification and training. This has enhanced the possibility of diversifying to many parts of the world. Using

websites and their numerous distributors, the company has promoted its products extensively. This evidently shows that the company can be considered a good marketer because the ultimate goal of marketing is realization of both long term and short term organizational goals and objectives, which GNLD has realized.

References

[http://www.gnld.com/partner.aspx?STORE_ID= 1&NAV_CATEGORY_ID= 3222&CATEGORY_ID= 3222](http://www.gnld.com/partner.aspx?STORE_ID=1&NAV_CATEGORY_ID=3222&CATEGORY_ID=3222)

<http://www.wholefoodsupplementsonline.com/>