

Direct marketing

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



Direct Marketing Direct Marketing Meredith's skills in stimulating demand for his products and primarily tasking himself with the objective of seeking to influence, timing and composition of demand management. The demand management serves to meet the set prime objectives. Meredith knew and expected every possibility ranging from negative demand where his consumers disliked the product and could even pay them just to avoid them. Meredith understood the concepts of latent demand by acknowledging the users strong need for his products even though he could not fully satisfy the needs. He was able to seek his consumers' opinions regarding his brands. As a manager, Meredith required an integrated marketing information system in carrying out his analysis. An analysis based on data collection, which is an essential requirement aiding planning, implementation, and control responsibilities. Marketing Information System helps in assessing the previously collected data, develop the needed information, and distribute that information in a timely manner. Meredith employs registration as a mechanism for data collection. Registration and licensing avails valuable data that are essential to completing enumeration, though limited to variables change slowly. The variables include numbers of fishing vessels and their characteristics (Kotler & Keller 2011).

Meredith used questionnaires as a second means of data collection. Issuance of unfilled relevant questions forms to consumers after purchasing commodities. It is less expensive method of data collection since the customers tend to be co-operative. The third method Meredith employed is the use Interviews that enabled extraction of valuable feedback from the clients and public. The final method used in data collection by the managing

director is direct observations. The method offers first-hand information based on individuals expected standards.

Reference

Kotler, P., & Keller, K., (2011). Marketing Management. Prentice Hall; 14 edition