

Marketing myopia assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

For start we can define myopia as the analysis and Interpretation of the organization from the point of view of the product and not the market that is focused towards the product and all its development and not on the need that the product satisfies the market. To understand better this concept we can see it as an example, suppose that a Company makes hiking boots.

If hiking falls out of favor, a Company that does not suffer from marketing myopia will see its role as fulfilling their customers need or outdoor activities and adventure. Perhaps the company will star building mountain bikes or shift production to camping equipment and apparel. The point is to not permit your product to define you and thereby limit your ability to adapt when the world changes- In this case we can see that It results failure because the company in the market get trapped in the situation because they omit the primary needs of consumers.

Due to the lack of research by the company, about the needs ND preferences of consumers fall Into myopia, believing that developing Its product are having a growth, but really this perception It Is because such development generates them fall and a deterioration in the relationship that they have with the consumer, which in turn generates a fall in sales volumes and profits of the company. On the other hand we can identity the different causes such as myopia believe that your product Is unique and difficult to imitate. Sousing on scale economies and not he consumer, lack of innovation and do not take into account the turbulence and dynamism of the environment . To avoid the myopia companies should focus on research, understand and meet the needs of their customers rather than just selling products such nowadays the companies have to think on the environment

because for the people it's very important your well-being, have healthy world thanks to lifestyle.

Besides this it is important that companies understand the differences between sales and marketing, understanding that the focus of sales are the amounts that are consumed in entering of niches of the market. Unlike the marketing that focuses on the consumer being its better meet the needs of target customers. In conclusion the companies have to take care with the focuses and the strategies that they want and implement for win more profits.

Having in a short and long term some business strategies like an answer for needs and wants to the consumers BY al*6123 For start we can define myopia as the analysis and interpretation of the organization to suffer from marketing myopia will see its role as fulfilling their customer's need the world changes. In this case we can see that it results failure because the and preferences of consumers fall into myopia, believing that developing its product are having a growth, but really this perception it is because such development your product is unique and difficult to imitate, focusing on scale economies and not that are consumed in entering of niches of the market. Unlike the marketing that