

Production concept in marketing assignment

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Products like 'sun chips' can follow the production concept, because Bangladesh is a developing country and people here have a limited ability to purchase a high quality product, which is expensive, they usually choose a product which is available, inexpensive and with acceptable quality.

Production concept is best in this situation. Marketing concept is that if a firm wants to achieve its goals it has to focus on satisfying the needs of its customers. These goals do not necessarily have to relate to profit since any firm that is involved in a transaction should follow the marketing concept.

Libraries, politicians, colleges, hospitals, and many other kinds of organizations should be marketing-oriented. If a firm focuses on satisfying the needs of its customers, it does not have to "push" its product. The public will demand the product and "pull" it through the channel of distribution. Note what happens in a college when a course or program is offered that satisfies students' needs for getting a good job. You do not have to beg students to take the course or to major in that program.

The two major concerns of marketing-oriented firms that abide by the marketing concept are discovering consumer needs and then doing everything possible to satisfy those needs. This, in a nutshell, is what marketing is all about. Marketing Product focuses too much on one's product and trying to make it the best-performing product in the market via improvements can also be dangerous. Marketing myopia is a describe firms that define themselves in terms of a product rather than in terms of the need that the product satisfies.

For example, the public does not want rail transportation; it wants fast, inexpensive, and convenient transportation. The railroads made a great deal of money during the latter part of the 19th Century. They made the mistake of thinking that the public wanted rail transportation. Much of their business was taken away by newer modes of travel (planes stole much of their passenger business; planes and trucks took away a great deal of their freight shipping business). The railroads should not have focused on rail transportation but on transportation in general.

The goal is to do the best job of satisfying one's customers. Consumers want energy, not necessarily oil; education, not necessarily in classrooms; communication, not necessarily by telephone; music, not necessarily on cassettes; and entertainment, not necessarily films or television. A firm that defines itself in terms of product, e. G. , a firm that insists that it is in the business of providing long-distance telephone service, might become obsolete. It is dangerous to define one's business too narrowly the way the railroads did.

Product marketing can be divided into levels based on the state of the market and the types of consumers you are targeting. These levels are separated by the marketer's objective, the state of the marketplace and the type of product the marketer wishes to promote. Marketing is separated into levels of approach so that the market can be targeted in more specific and effective way. To attack every market segment in the same way may prove inefficient and wasteful in many cases.

Depending on the industry and the goals of your marketing department, the level of marketing pursued will likely vary. In cases where your product meets the established needs of the market, your main marketing concern is typically other brands. When market analysis reveals potential openings in the marketplace, your marketing may have to adapt. When your new product is without an audience, it may be up to your marketing efforts to create one. A campaign that attempts to meet the established needs of a target segment is the primary and most basic form of marketing.

It requires no special analysis or psychology to be successful and is based only on announcing the presence of a supply to meet the existing demand. This first level of marketing is used constantly by large and small businesses to sell product to existing market segments and to ensure that companies deliver what is clearly and consistently desired or needed by the public. The challenge in such situations is often not to drive consumer demand, but to gain an advantage over industry competitors with your price point, features and advertising message or market presence.

When marketers study a marketplace to find gaps between existing products, they are engaging in the second level of marketing. In such cases, the demand for a new product or approach has not been established, but significant room exists for a company to develop within the current framework. For example, let's say there are electric-powered sports cars on the market and electric-powered Subs. The gap between these two products leaves the door open for a manufacturer who can offer an electric-powered sedan to jump in and create a new market segment.

This second level of marketing requires foresight and insight to manage and the flexibility of a company to meet the changing opportunities that may arise. The third and most difficult level of marketing to find success with is one that requires the marketer to establish demand where none existed prior. This third level of marketing is undertaken despite a lack of space or an established need. It is the truest form of marketing and the level that requires the most skill and creativeness to manipulate.

The marketer is essentially convincing the consumer that her product is worth a purchase and that it necessary to a happy or safe lifestyle in some way. For example, if you build a new speed cooker, you will have to show people what makes it better than the microwave in such a way as to convince the consumer to make the investment and the change from what they're used to. If companies can manage to transform their products from the " new" thing to the industry standard, the potential for success is unlimited.

Vallejo Community Organizations Recycling also known as Valance, Inc is a coalition of coal organizations working together to provide fund-raising opportunities for our Non-profit Member Groups while providing a recycling service to our community. We are a nonprofit organization. The mission of Valance Recycling is to promote recycling, composting and reuse opportunities in our community. This is accomplished at our recycling center and through public education programs including a bi-weekly newspaper column called " A Sorted Affair. Valance's member groups and employees' work at the recycling center help with school tours or composting classes and attend local events. Two Sheltered Workshops use Valance as a Job-
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training site for their clients who are developmentally disabled adults.

Recycling is a process to change materials (waste) into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution incineration and water pollution (from land filling) by reducing the need for “conventional” waste disposal, and lower greenhouse gas emissions as compared to plastic production.

Recycling is a key component of modern waste reduction and is the third component of the “Reduce, Reuse, Recycle” asset hierarchy. Recyclable materials include many kinds of glass, paper, metal, plastic, textiles, and electronics. Although similar in effect, the composting or other reuse of biodegradable waste such as food or garden waste is not typically considered recycling. Materials to be recycled are brought to a collection center or picked up from the curbside, then sorted, cleaned, and reprocessed into new materials bound for manufacturing.

In the strictest sense, recycling of a material would produce a fresh supply of the same material-?? for example, used office paper would be inverted into new office paper, or used foamed polystyrene into new polystyrene.

However, this is often difficult or too expensive (compared with producing the same product from raw materials or other sources), so “recycling” of many products or materials involves their reuse in producing different materials (e. G. , paperboard) instead.

Another form of recycling is the salvage of certain materials from complex products, either due to their intrinsic value (e. G. , lead from car batteries or

gold from computer components), or due to their hazardous nature (e. G. , removal and reuse of recurs from various items). Critics dispute the net economic and environmental benefits of recycling over its costs, and suggest that proponents of recycling often make matters worse and suffer from confirmation bias.

Specifically, critics argue that the costs and energy used in collection and transportation detract from (and outweigh) the costs and energy saved in the production process; also that the Jobs produced by the recycling industry can be a poor trade for the Jobs lost in logging, mining, and other industries associated with virgin production; and that materials such as paper pulp can only be recycled a few times before material degradation prevents further recycling.

Proponents of recycling dispute each of these claims, and the validity of arguments from both sides has led to enduring controversy. Legislation has also been used to increase and maintain a demand for recycled materials. Four methods of such legislation exist: minimum recycled content mandates, utilization rates, procurement policies, recycled product labeling. Both minimum recycled content mandates and utilization rates increase demand directly y forcing manufacturers to include recycling in their operations.

Content mandates specify that a certain percentage of a new product must consist of recycled material. Utilization rates are a more flexible option: industries are permitted to meet the recycling targets at any point of their operation or even contract recycling out in exchange for treatable credits. Opponents to both of these methods point to the large increase in reporting

requirements they impose, and claim that they rob industry of necessary flexibility. Governments have used their own purchasing power to increase recycling demand wrought what are called “ procurement policies. These policies are either “ set- asides,” which earmark a certain amount of spending solely towards recycled products, or “ price preference” programs, which provide a larger budget when recycled items are purchased. Additional regulations can target specific cases: in the United States, for example, the Environmental Protection Agency mandates the purchase of oil, paper, tires and building insulation from recycled or re-refined sources whenever possible. The final government regulation towards increased demand is recycled product babbling.

When producers are required to label their packaging with amount of recycled material in the product (including the packaging), consumers are better able to make educated choices. Consumers with sufficient buying power can then choose more environmentally conscious options, prompt producers to increase the amount of recycled material in their products, and indirectly increase demand. Standardized recycling labeling can also have a positive effect on supply of recyclables if the labeling includes information on how and where the product can be recycled.