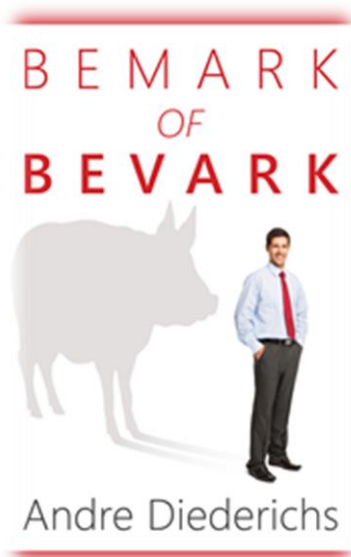


# André Diederichs

## *Marketing Management*

Based on André's book *Bemark of Bevark* -“Marketing or Bedevilling?”

### Contents



This presentation focuses on the principles of a professional *Marketing Strategy* and the correct *Marketing Recipe*.

Marketing is like baking a cake. If you do not use the right ingredients in the correct quantities your cake will flop.

The consumer is King- or actually EVERYTHING-and the consumer's concept of value should determine what you offer to the marketplace

### Outcomes

Delegates will clearly understand the principles of a professional marketing strategy AND the true meaning of *market or client orientation*

### Target Audience

Business Owners/Entrepreneurs and Marketing Staff

### Duration

½-day OR full-day workshop

### Investment per Organisation

Fees vary according to the organisation for which the workshop is done, e.g. corporate rate, non-profit rate (business chambers, agricultural societies)