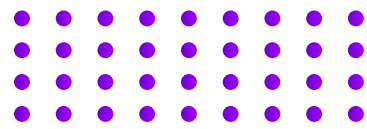
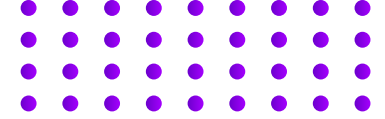




MARKET AND MARKETING ASPECTS

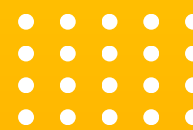
Dwi Nugroho

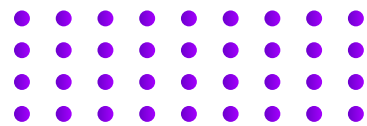
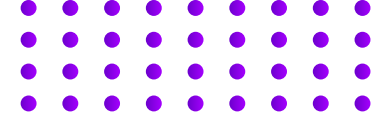




Market – *Pasar*

A market is a place where parties can gather to facilitate the exchange of goods and services.





Market – *Pasar*

In short, markets are any setting where buyers and sellers can gather and interact.



Market Clasification

Goods and Services Types

Some markets specialize in certain items (like food markets), while others cover wider areas (like financial markets).

Physical and Virtual Markets

Markets can happen in real locations, like a retail outlet, or virtual, such as e-commerce sites

Economic Contexts

Markets function in various economic systems, such as market economies where prices are determined by supply and demand with little government control.

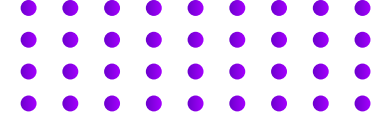
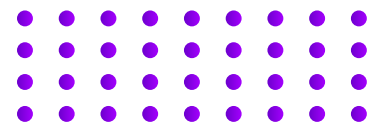
Supply and Demand Interaction



Supply is the quantity of a good or service producers are willing to sell at various prices. Generally, higher prices lead to increased supply, known as the law of supply.




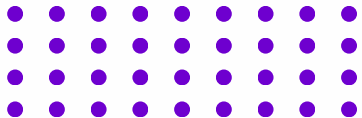
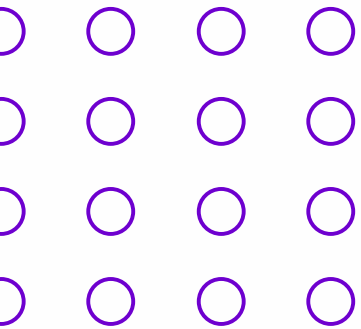
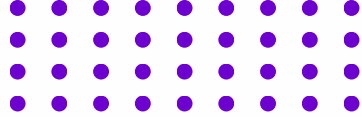
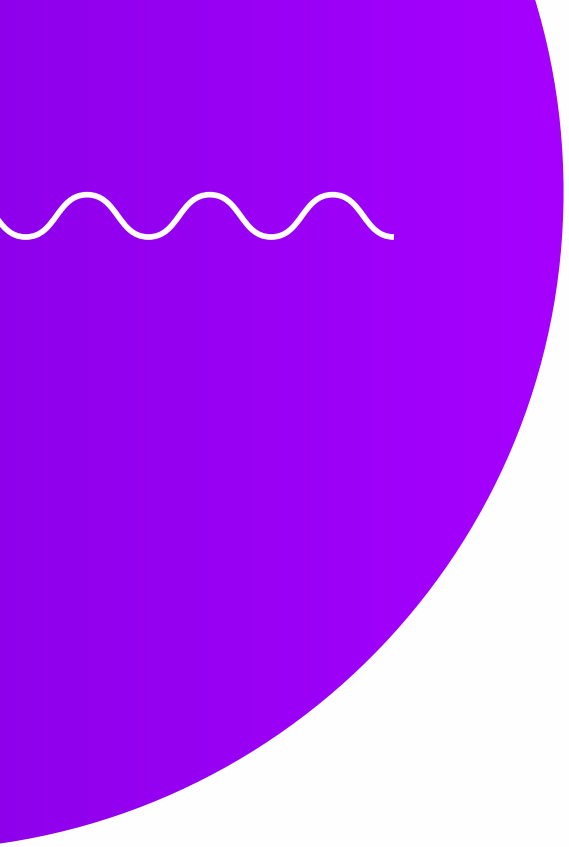
Demand is the quantity consumers are willing to purchase at different price levels. Typically, lower prices result in higher demand, referred to as the law of demand.



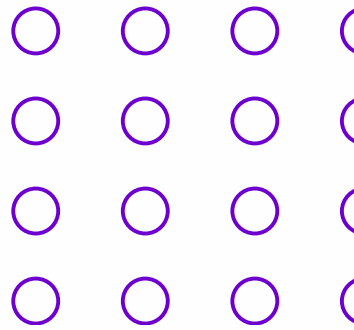
Market Feasibility Analysis

Market Feasibility Study determines the depth and condition of a particular market and its ability to support a particular development.





The main objective of a market feasibility study is to **understand and evaluate the potential market to determine whether there is a viable opportunity to make the venture successful, or not!**



Why is Market Feasibility Study Required?



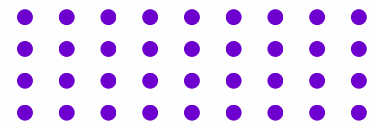
The business environment today is way dynamic and has increasing risks.



Businesses must outperform the competition

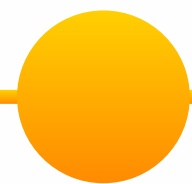
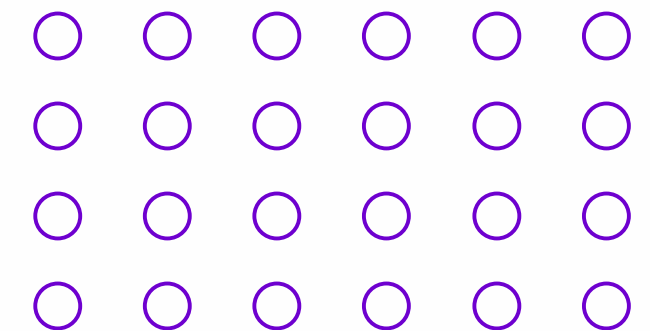


A lack of proper planning can lead to the failure



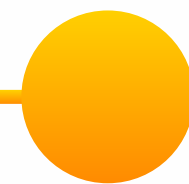
Why Organizations should not ignore the importance of Market Feasibility Study:

The market feasibility study is an important tool to assess the viability and potential of a new business and developing business.



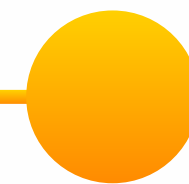
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an excellent instrument for **predicting the probability of failure or success** of a new business venture



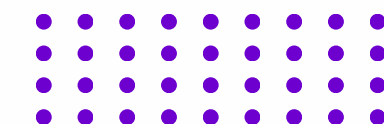
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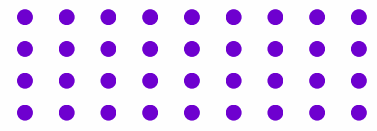
It can be adopted in cases of **incorporating new products and ideas into business**



3

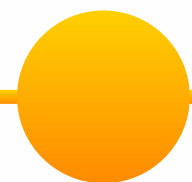
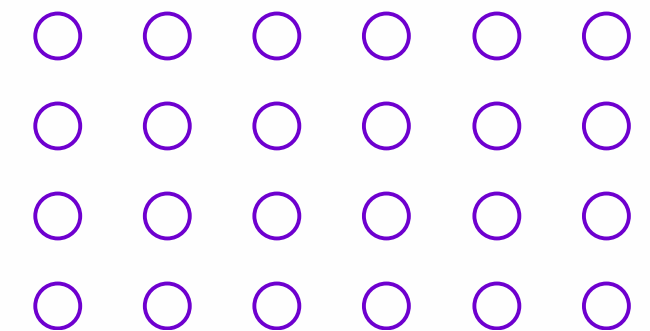
It includes **all probable actions that are required to be taken** for determining whether a business idea is meant to succeed





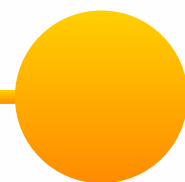
Why Organizations should not ignore the importance of Market Feasibility Study:

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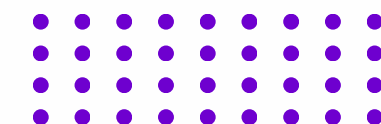
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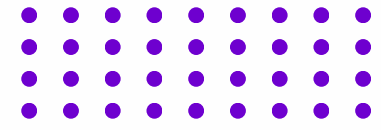
It is a **stepwise process to weigh the pros & cons of each** step before getting into the actual process



5

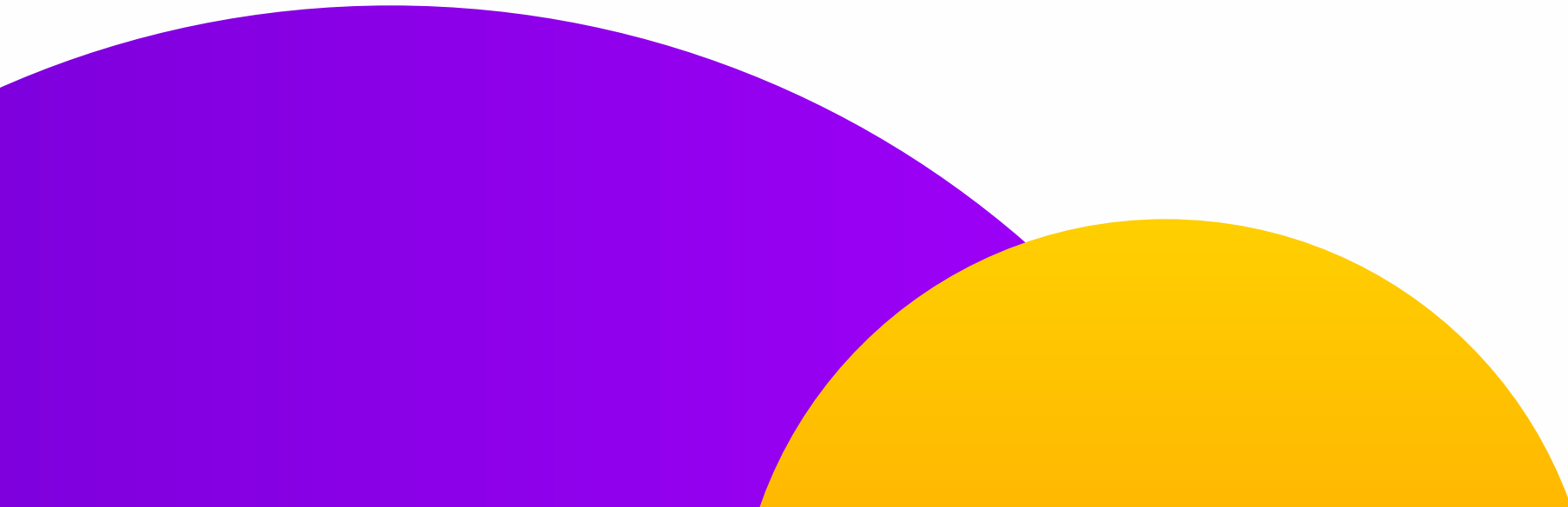
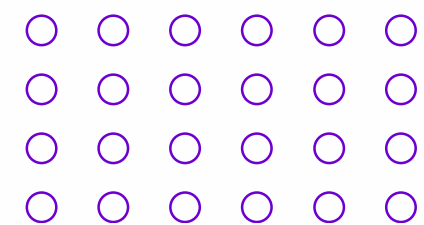
It helps to **make key decisions to move forward with the ideas**, whether to refine or leave them altogether





Marketing Aspect


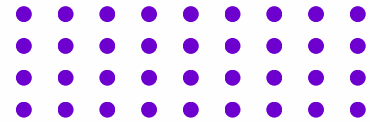
The marketing aspect is the **process of perceiving, understanding, stimulating, and satisfying** the customer's needs, wants, and expectations through the goods and services of the selected target market, which is better than those of the competitors.





Marketing Feasibility in Practice

it is defined as: the study that gives the entrepreneur **sufficient information about the revenues expected and owner wants to do**, and through which **the costs necessary to make a successful marketing plan.**

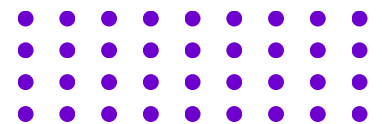


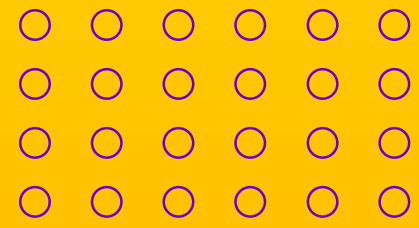


How different are market and marketing?

Marketing is a subset of advertising aimed at persuading people to purchase goods and services.

Market refers to all the people who are looking for those goods and services in one place or another.





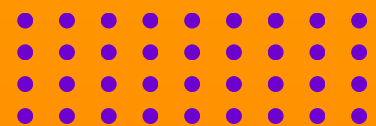
The most prominent elements of the marketing feasibility

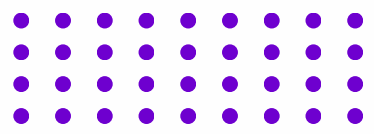


Study the activity
of competitors

Identify the target
audience and
Geolocation (Where
do you sell your
products?)

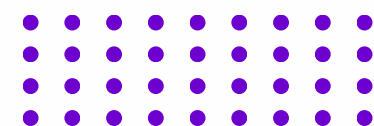
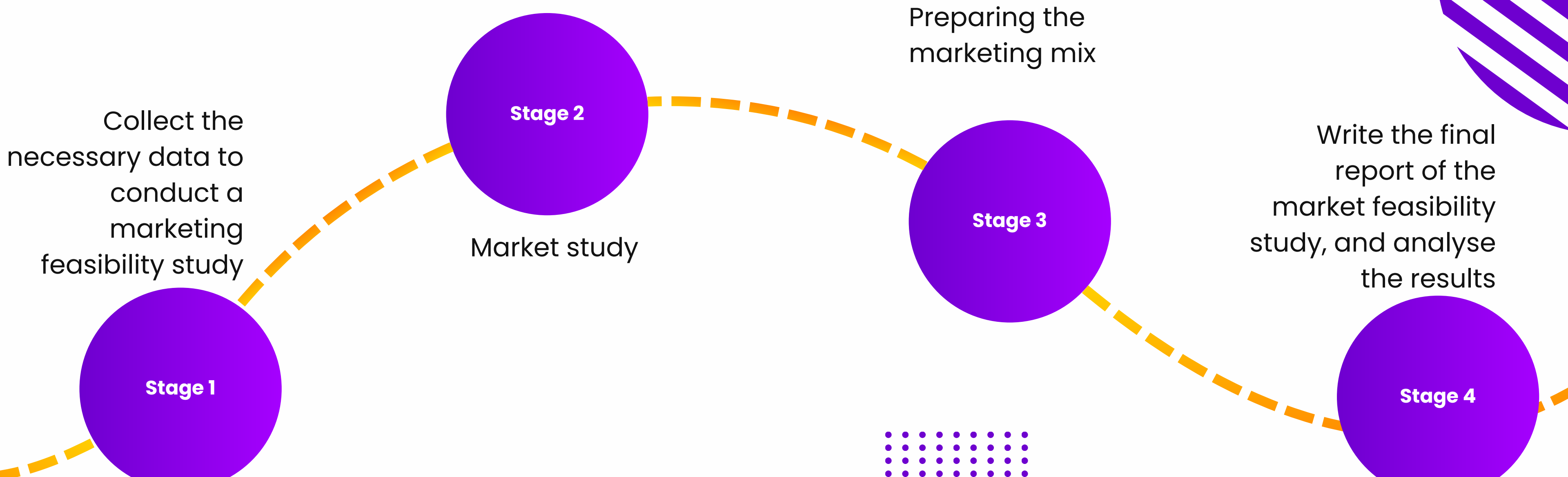
Get product
information
(Quality and price)





How is the feasibility study prepared?

The marketing feasibility study is prepared through four stages:



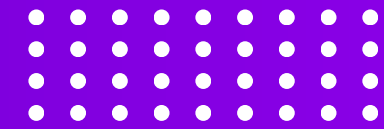
Pros & Cons of Market Type

	Existing Market	Re-segmented Market	New Market	Clone Market
Customer	Existing	Existing	New/ new usage	New
Customer Needs	Performance	Lower cost or perceived need/ problem	Simplicity? & convenience	New idea proved abroad
Product Performance	Better/ faster	Good enough for low end/ niche	Low in traditional attributes; improved new customer metrics	Good enough for local market
Competition	Existing incumbents	Existing incumbents	Other start-ups	None or foreign originators
Risks	Existing incumbents	Existing incumbents niche strategy fails	Market adoption	Cultural adoption

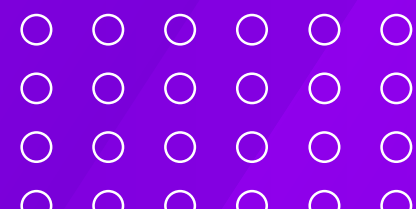
In Class Activity

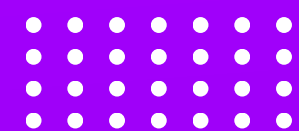
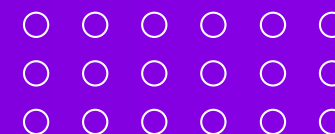


In your team discuss and determine your market type



Determine you business market size estimation





Thank You

We appreciate the opportunity to share our solution with you. Please reach out with any questions, and let's explore how we can help your business grow.

