Introduction
2 Sets of Topics

Marketing Strategy
Which markets to enter?

Tactics
Optimize profits in chosen markets
Marketing Strategy
Which Markets to Enter?

1. Market size

2. Competition and market power

3. Markets in which your suppliers and distributors have competitors
Tactics

What should our *product* tactics be?

What should our *pricing* tactics be?

What should our *channel* tactics be?

What should our *advertising* tactics be?