Coop Housing

Customer

Competition

Climate

Calculation

Product

Price

Promotion

Place
What is Marketing?

- **Marketing** is the process of identifying the consumers' wants and needs and making the product or service to satisfy these.

- A market-focused, or customer-focused, organization first determines what its potential customers’ desire, and then builds the **product** or **service** to satisfy the customers’ desire.
Marketing Mix
(Product)

1. The **product** aspects of marketing deal with the specifications of the actual goods or services, and how it relates to the **end-user's** needs and wants. The scope of a product generally includes supporting elements such as warranties, guarantees, and support.
Marketing Mix (Price)

2. **Pricing** refers to the process of setting a *price* for a product, including discounts. The price need not be monetary - it can simply be what is exchanged for the product or services, e.g. time, energy, psychology or attention.
Marketing Mix (Promotion)

- **Promotion** includes advertising, sales promotion, publicity, and personal selling, and refers to the various methods of promoting the product, brand, or company.
Marketing Mix
(Place)

4. Placement or distribution refers to how the product gets to the customer; for example, point of sale placement or retailing.
Customers

5. Definition of CUSTOMER
   a) one that purchases a product or service
   b) an individual usually having some specified distinctive trait
6. **Competition** refers to those entities that produce the same product and or service. The idea is to figure out and compare their product, price, place, promotions and customers to your own.
7. **Climate**: To increase, develop, and preserve co-op housing in America will require the examination of the co-op climate — laws, culture, values, beliefs, history, etc. that affect the understanding, perception, and appeal (from both the personal and business perspectives) of co-op housing.
8. Calculations refers to budgeting and different financial analysis to make decisions.