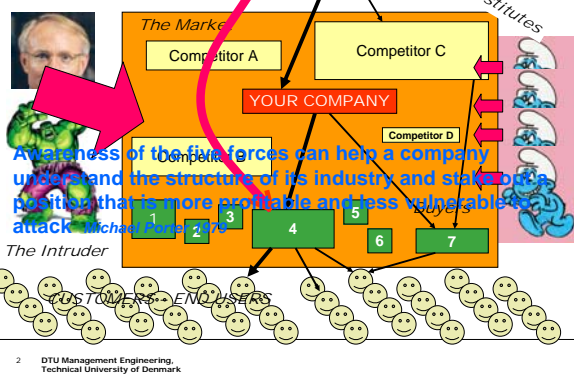


Market Economy

AGENDA

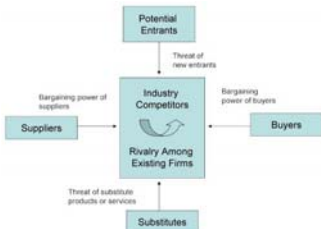
- Michael Porters Market Model
- The value Chain
- Market response to new products
- Market Analysis
- Marketing Planning

Michael Porter

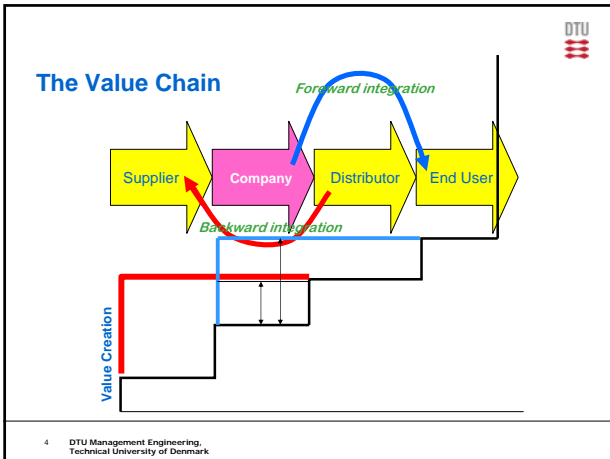


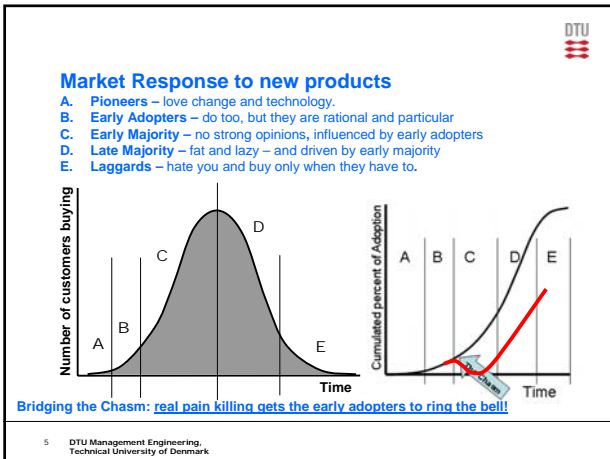
Michael Porter's Five Forces:

1. Supplier Power
2. Buyer Power
3. Competitive Rivalry
4. Threat of Substitution
5. Threat of New Entry



<http://www.quickmba.com/strategy/porter.shtml>





- DTU
- ### Market Analysis
- #### Research
- Who are the customers?
 - Who are the decision makers?
 - Where are they – how many? (Demographicals)
 - Why would they buy? (*Ask them!*)
 - How much do they buy? (T/O in the market + trend)
 - Any important market drivers?
 - Competitors
 - Suppliers
 - Distributers + channels
 - The value chain
 - Analysis by MP5F + conclusions
- 6 DTU Management Engineering, Technical University of Denmark

Marketing Plan Execution!

- **Make a "pre-flight checklist"**

- **Preconditions for starting sales**

- Standards and approvals
 - Organisational preconditions
 - Subcontractor's agreements
 - Marketing materials
 - Launch – production - upscaling
 - Etc.: this is case sensitive stuff

- **Objectives** Quantify your success

- **Activities** Going in, staying, selling, producing etc

- **Ressources needed** (heads, facilities etc.)

- **Time schedule** Milestones and work periods

- **Budget** Total expenditures and cashflow
