



## Marketing Management Approach at Admeco AG

By Andreas Keller

GRIN Verlag. Paperback. Book Condition: New. Paperback. 36 pages. Dimensions: 8.3in. x 5.8in. x 0.1in.Seminar paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, University of Strathclyde, language: English, comment: This paper discusses the potential benefits of marketing management for a small business operation, in this case ADMECO AG., abstract: This paper discusses the potential benefits of marketing management for a small business operation, in this case ADMECO AG. The first part of the assignment introduces the concept of marketing orientation as a theory and critically assesses the marketing orientation in the company. In section two, a marketing audit evaluates the current situation, drawing on supporting material from primary and secondary market research sources. The potential for marketing activities in the organisation is considered in section three, while section four offers an example of a 3-part recommendation on alternative sales channels, new communication technology and relationship management as an added value for the customer and for corporate performance. Finally, the last section takes my recommendations for the company and builds a possible plan of action on them. This item ships from multiple locations. Your book may arrive...



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