

WISHH

World Initiative for Soy in Human Health

Enhancing human well-being through soy



WORLD SOY
FOUNDATION
A Program of WISHH

2008 MIDWEST WORKSHOP

“Identifying Market Opportunities “

JPZ Consulting Group

St. Louis, Missouri USA

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Opportunity is nowhere

Definition of Marketing

Marketing is:

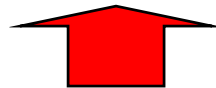
a system:	...of business activities
designed to:	...plan, price, promote, and distribute
something of value:	...want-satisfying goods and services
to the benefit of:	...the market – present and potential household consumers or industrial users.

Marketing -- is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

The essence of marketing is a transaction -- an exchange -- intended to satisfy human needs or wants.

Marketing Concept is Built on 3 Foundation Stones

SUCCESSFUL BUSINESS



MARKETING CONCEPT

Market
Orientation

Profitable Sales
Volume

Coordination of
Marketing Activities

Contrasts Between Selling and Marketing

SELLING

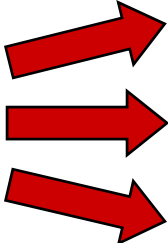
1. Emphasis is on the product.
2. Company first makes the product and then figures out how to sell it.
3. Management is oriented to sales volume.
4. Planning is oriented to short-term results, in terms of today's products and markets.

MARKETING

1. Emphasis is on customer wants.
2. Company first determines customers' wants and then figures out how to make and deliver a product to satisfy those wants.
3. Management is profit-oriented.
4. Planning is oriented to the long run, in terms of new products, tomorrow's markets, and future growth.

Consumer Buying Behavior -- Know Your Market

A market is people with



- Needs and wants
- Money to spend
- Willingness to spend it

You must know that market :

- Who buys?
- How do they buy?
- When do they buy?
- Where do they buy?
- Why do they buy?

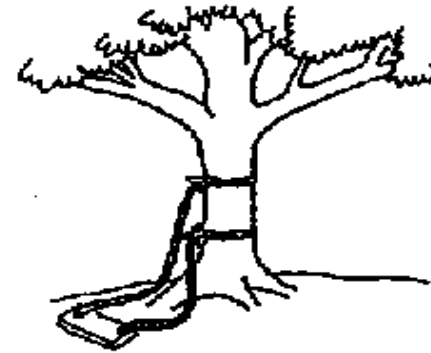
The Tree Swing



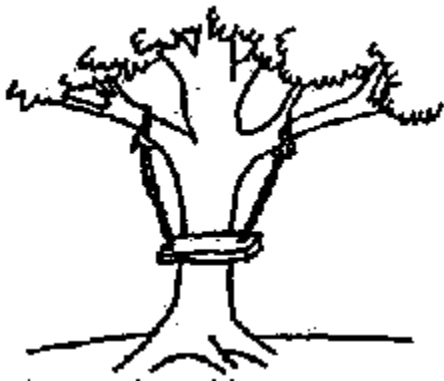
What sales suggested



What management approved



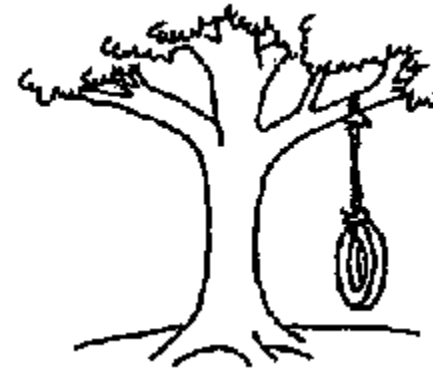
As designed by research & development



What was manufactured



As maintenance installed it
JPZ Consulting Group



What the customer wanted

Marketing Concept Calls for a Management Reorientation

Marketing

What Business Are You In?

Company	Production-Oriented Answer	Marketing-Oriented Answer
Universal Studios	We make movies.	
Revlon Cosmetics – its president said:	“In the factory we make cosmetics.”	
Mountain Bell	We operate a telephone company.	
Lennox	We make furnaces and air conditioners.	
Head Ski	We make skis.	
Union Pacific	We run a railroad.	

Homework Assignment

- Opportunity is now here
- From a “Marketing – Oriented” Perspective, Answer Two Questions:
 - “What Business Are You In?” And They Are In?
 - How Can Soy Protein Products Meet the “Want-Satisfying Needs” of:
 - Processed Food & Beverage Companies in Your Area
 - Specific Consumers in Your Area – Pick One or Two

Thank You!
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