

- istnienie niszy w odniesieniu do wyrobów lub usług (**niche product or service**)
- czynnik czasu (**time factor**) w odniesieniu do możliwości dostarczenia wyrobu lub świadczenia usługi.

Key words to remember

action plan • customer satisfaction • development of product • details • good financial indicators • identification • industry analysis • key business success factors • laid out • market change • marketing efforts • marketing goals and objectives • marketing plan • marketing strategy • niche product • niche service • number of lost customers per year • number of new customers per year • number of retained customers per year • product differentiation • proper cost structure • sales promotions • specify • strong distribution network and channels • strong supplier network • successful new product introduction • successful product positioning • successful promotional programs • target market • time factor • types of media • various strategies



Time for a Smile

A young marketing executive was leaving the office at 6 p.m. when he found the marketing director standing in front of a shredder with a piece of paper in hand. "Listen," said the CEO, "this is important, and my secretary has left. Can you make this thing work?" "Certainly," said the young executive, keen to please his boss. He turned the machine on, inserted the paper, and pressed the start button. "Excellent, excellent!" said the marketing director as his paper disappeared inside the machine. "I just need one copy."