

Name:

Introduction to Business and Marketing
1.2 The Purpose of Marketing
Homework

Market This

Jack is getting ready to take his homemade tortilla business to the next level. He currently sells to several local groceries and one specialty shop in a nearby city. He wants to expand by getting into national grocery chains where his product can be rolled out throughout the country. Before moving ahead with a concrete marketing plan, Jack believes his first step is analyzing pieces of the marketing concept to define his customers' needs, his company's goals, and how he will best profit.

1. What is the marketing concept and why should Jack consider analyzing it?
2. How can Jack define customer needs and company goals?
3. How will profit be affected by switching from a local to a national market?
4. There are seven marketing functions. Which functions relate to Jack's marketing concept? Explain.

