

# Marketing: Basic elements

## The developing of the marketing

### In the hotel business

#### **Situation:**

**„The guest is in the center of our work. Do not sale what you can produce, but produce what you can sale.**

**Form the sales market to the consumer market**

Market oriented Company management has replace the product oriented thinking.

This fundamental changing of the company strategies was necessary, because the market situations were changed totally during the last decade. This counts especially for the hotel business, as a part of the service industry marketing.

Especially after the second war until the end of the 50-ties, the demand was bigger than the offers.

The shortage was, the performances. Supplier was a distributor of limited goods.

On this typical signs from the vendor market, the markets react through the expansion of the production.

Soon we could see the repletion appearance of the market already. The entrepreneur starts to optimise their sale strategies, but the production and investigation politics is still the base for all planning. In our society the consumer already took over the power on the market.

Just in the hotel business, we have already many high quality offers, so that the consumer can choose the best one for himself. The guest is the central point for all our efforts.

The company get his existence base through him. The market is the economic relevant environmental of the company, today. New terms require new concepts.

**Not the production like before, but the market with his necessities certainly the company politics.**

The management have to inform at all the time on the market situations

The term „sales volume“ doesn't go together with this kind of concept anymore.

#### **• The term - marketing**

Marketing is the base element for all companies, to lead the firm, arranged on the markets requirements. The necessities of the people, which work in the company or are their consumers, we have to know to get satisfaction on both sides. Beside the market orientation, we have also the alignment of the company politics to permanent increase and to look forward into the future.

Marketing as well its market, increase and future oriented thinking and doing in the firm. Just from the definition of the name, we can see already the variety of the marketing tasks. Marketing requires activities, which must be arranged on the current and future necessities of the market, with the target to satisfied all this needs of life.

## The Elements

What we want	<b>The company goals, which are slipped from the marketing targets are the starting point for the developing.</b>
What's our goals	<b>The Strategy, we use for the realising of our fixed goals.</b>
What we are doing to realise the goals	<b>The action of all marketing measures, like performance, sales promotion, advertising and public relation. We also call this the Marketingmix or marketing political instruments.</b>

### The Targets

Targets are instructions and sale of long term planing. The marketing goals are subordinated to the company goals. They just give the direction of the marketing strategies, the using of marketing political instruments and the success control of the used measures.

After the traditional marketing concept, the sale was on the end of the performances and had the task to prepare the market for the products. During the modern concepts, the marketing is involved in all processes from the start to end as well as it's a part of all-important decisions.

#### The marketing concepts have a task:

- The satisfaction of the guests necessities
- To get profit

**Not the necessities of the supplier, but the one from the guests are standing in front of all our thinking. The fish must like the bait and not the angler.**

#### **“Product find your market”**

Through the marketing, the company should learn more about their consumers and guests, so that it's possible to fix the products on the guest's necessities and let the products sales from themselves

#### **Necessities in time of chance**

To get and to fulfilled guests necessities, is the elementary task. Necessities as lack feeling of the humans depend on the age, social origins, environment, advertising and many other factors, like we can see it on the necessity pyramid of Masslow.

# The Pyramid of Maslow

