



BUYOLO
BUSINESS | ADVISORY | SERVICES

Marketing Management Training in Bredasdorp

Client

Department of Economic Development and Tourism

Objectives

The workshop introduced the attendees to the one-day training and gave background on how to market a business, what is marketing and how to explore the four elements of a marketing mix. It also covered market access and expansion opportunities for businesses as well as customer relationship management, market segmentation and the positioning of a product.

Tactics employed

- Understanding the background of learners
- Facilitator presentation, group exercise and discussions in class as well as personal interaction between trainees

Outcomes

By the end of the programme, the entrepreneurs:

- understood how to market their own business
- understood the marketing mix for their target market
- understood what marketing research is, and
- were able to draft their own marketing plans.