

## Market Economy

### AGENDA

- Michael Porters Market Model
- The value Chain
- Market response to new products
- Market Analysis
- Marketing Planning

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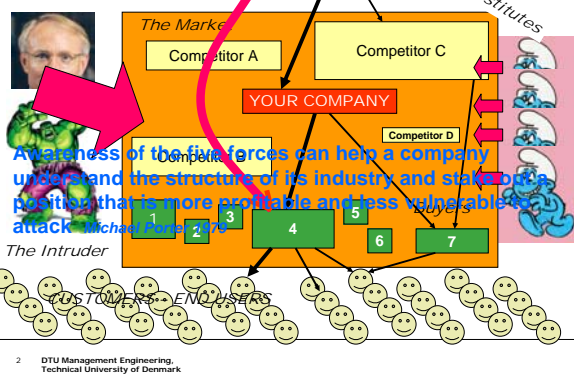
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## Michael Porter




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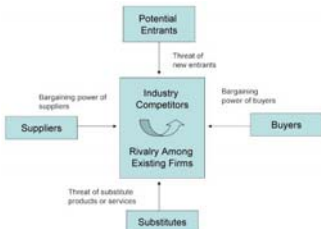
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## Michael Porter's Five Forces:

1. Supplier Power
2. Buyer Power
3. Competitive Rivalry
4. Threat of Substitution
5. Threat of New Entry



<http://www.quickmba.com/strategy/porter.shtml>

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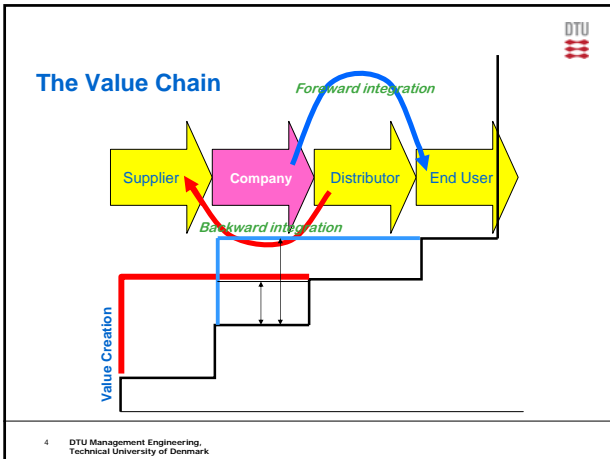
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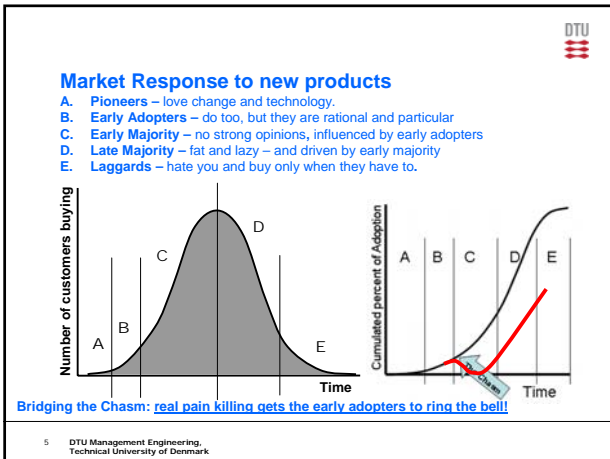
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- DTU
- ### Market Analysis
- #### Research
- Who are the customers?
  - Who are the decision makers?
  - Where are they – how many? (Demographicals)
  - Why would they buy? (*Ask them!*)
  - How much do they buy? (T/O in the market + trend)
  - Any important market drivers?
  - Competitors
  - Suppliers
  - Distributers + channels
  - The value chain
  - Analysis by MP5F + conclusions
- 6 DTU Management Engineering,  
Technical University of Denmark

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## Marketing Plan Execution!

- **Make a "pre-flight checklist"**

- **Preconditions for starting sales**

- Standards and approvals
    - Organisational preconditions
    - Subcontractor's agreements
    - Marketing materials
    - Launch – production - upscaling
    - Etc.: this is case sensitive stuff

- **Objectives**                      Quantify your success

- **Activities**                        Going in, staying, selling, producing etc

- **Ressources needed** (heads, facilities etc.)

- **Time schedule**                Milestones and work periods

- **Budget**                            Total expenditures and cashflow

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