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Extension Lecture .



Date: 10/12/2019

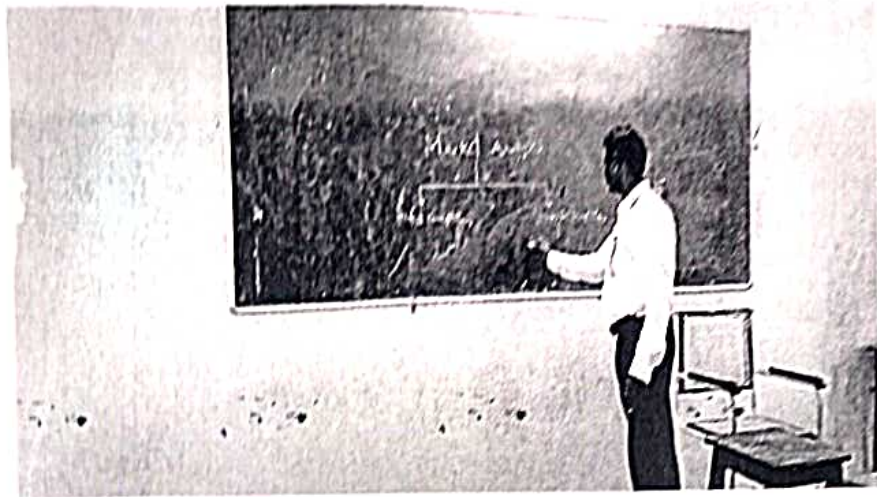
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KRR GDC, Kodad, Suryapet.

Topic: Market Analysis
(పరిశోధనా విధానం)

College Name: SR & BGNR GDC (A), Khammam.

Principle

PRINCIPAL
SR & BGNR Govt Arts &
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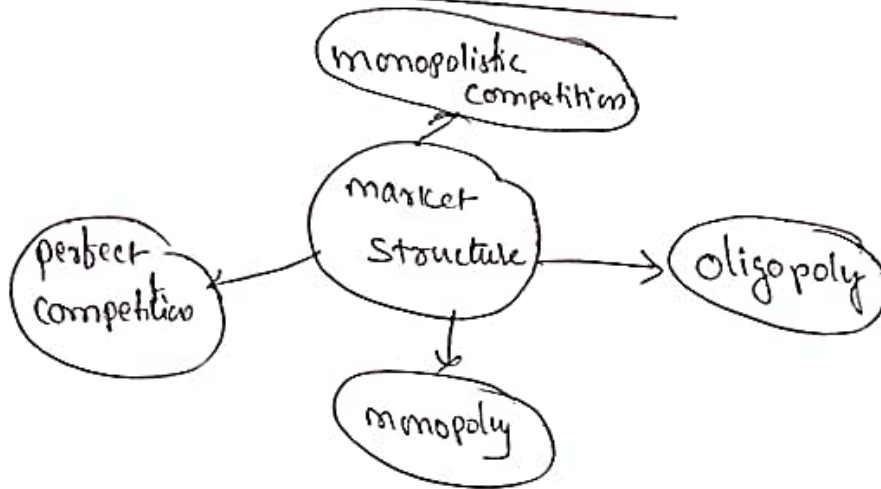
* Market Analysis *

* Dimensions of market analysis:

David .A. Aaker outlined the following dimensions of a market analysis.

- market size
- market trends
- market growth rate
- market profitability
- Industry cost structure
- Distribution channels
- Key success factors
- Key success details.
- market segmentation
- Global market segmentation
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Types of market Structures



- * perfect competition market
- monopoly market
- monopolistic competition market
- oligopoly market - kink demand
- Duopoly market
- Price discrimination monopoly market.

* The 7Ps of marketing

1. product
2. price
3. promotion
4. place
5. packaging
6. positioning
7. people.