

SALE PROCESS AND ITS RELATION WITH MARKETING OPERATION

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Abstract

Sale and marketing are considered to be most important parts of work in manufacturing cycle. Individuals must decide to purchase something and goes to market after obtaining monetary source. Marketing and sale are of great importance now a day due to high competitive condition and increase in product's price and decrease in people purchase power and the difficult condition it is making. Economic issues, market capacity, population needs, people purchasing power and future consumption rate creates problems and issues for this country and to achieve this economic goals isn't possible with working and effort but we must be aware of scientific methods of economic operation and group thinking must be applied to take logical decisions, identify and study effecting factors on market. Following research is related to consumers, advertisers and sellers and their actions which are considered to be the first act and step in marketing and sale. This study concludes that keeping old costumers is more important than attracting new ones. Therefore the costumer must be kept by including factors of price, discount, service, product variety and other items se we can succeed in marketing and sale.

Key words: Sale, marketing, manufacturers, retailers, consumers

Introduction

Sale and marketing are considered to be most important parts of work in manufacturing cycle. Individuals must decide to purchase something and goes to market after obtaining monetary source. Marketing and sale are of great importance now a day due to high competitive condition and increase in product's price and decrease in people purchase power and the difficult condition it is making. In competition we shouldn't only consider domestic competition but we must also consider importation due to cheapness and better quality of imported products compared to domestic products. Other country's experiments confirm this idea. Growing economies establish new factories not considering market capacity, by means of support and aid they receive from banks and credit organizations and increase their manufacturing day by day and present manufactured products to the market while investing on similar industries without studding items and issues such as economic issues- market capacity evaluation – population requirements, purchase power and future consumption rate creates problems for these types of countries. To achieve economic goals we must make plans and this isn't only possible with trying and effort but we must be aware of economic scientific-practical methods(9).

The problem and its importance:

We must use others experiments and identify our weaknesses and strengths. To make logical decisions we must apply group thinking and also identify and study effective factors in the market. Every section of a country has its own specified condition but generally speaking they all have a thing in common and this similarity is considered to be important in case of marketing and sale(1).

Marketing dates back to the first time anything was manufactured by mankind. in prehistory time when money was undefined primitive humans used their surplus products to buy other products which is called barter.

Productive and manufacturing activities are called marketing and sale that create a connection and flow among presenter and obtainer which are seller and buyer in this case(8).

Now a day this Japanese strategy is applied that “costumer is always right”. So it is based on this strategy in market that is believed the costumer chooses the product not what the manufacturer or seller prefers. Studies and researches on consumers, advertisers and their performance is the first action in marketing and sale(7).

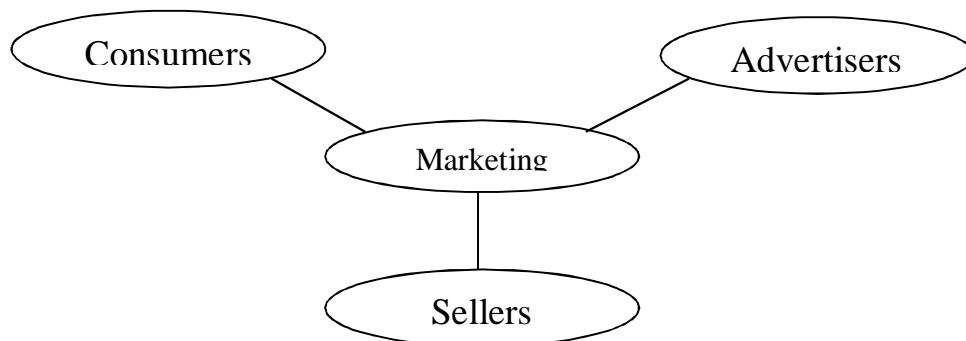


Figure 1. Three main categories related to marketing and sale

- Consumers and purchasers category

Consumers are studied and analyzed based on income, their social ranks, taste and personal intention and each purchaser category connection should be determined with other purchaser groups such as television sell by purchasers who are active in selling home instruments with a purchaser who buys television for their home and usage which is totally different from each other(2).

- Advertisers category

Advertisement is a process where we advertise for a product or service in market to create demand, sometimes this demand is mendacious demand and if advertisement isn't enough, intentional tastes and motivation are considered which have extended usage and they are also created for visual tools such as movies, picture and ... or not.

Now if this is regional it is usually selected and executed by sell representatives in the area considering area's condition and attractions and regional dialect which is familiar with people. Here middlemen are also considered to be an advertising factor that creates connection between seller and buyer(3).

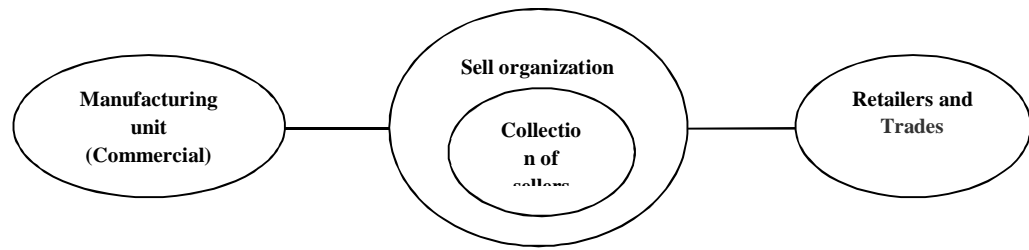


Figure 2. Connection between sellers, retailers and manufacturing units the selling organization

Retailer category takes a direct part in following operations:

- Advertising
- Planning the product
- Purchasing the product
- Storing
- Pricing
- Pre-sale
- gathering market data
- Extending market's credit payment
- Accepting commercial risks

The most important role of retailers is to gather data related to sell rate including daily sale or monthly sale, types of buyers, sell process and These data are gathered in order to be transferred to manufacturers(4). These data are very helpful planning for manufacturing, distribution and the place of delivery and getting the product to the market that create plan and programing that simultaneous the manufacturing and sell which results in decrease at storing a huge amount of product and uncertainties(6). For example at a Japanese spring making company (NHK) the manufacturing line was adjusted to costumers needs based on gathered data and so they could reduce their raw material storage. After gathering data by marketing and sell agents and transferring it to manufacturers at the first step of the plan the manufacturer's production planning section uses this data and at the next step financial accountants study to see whether the presented plan is adjusted to costumers needs or not(5).

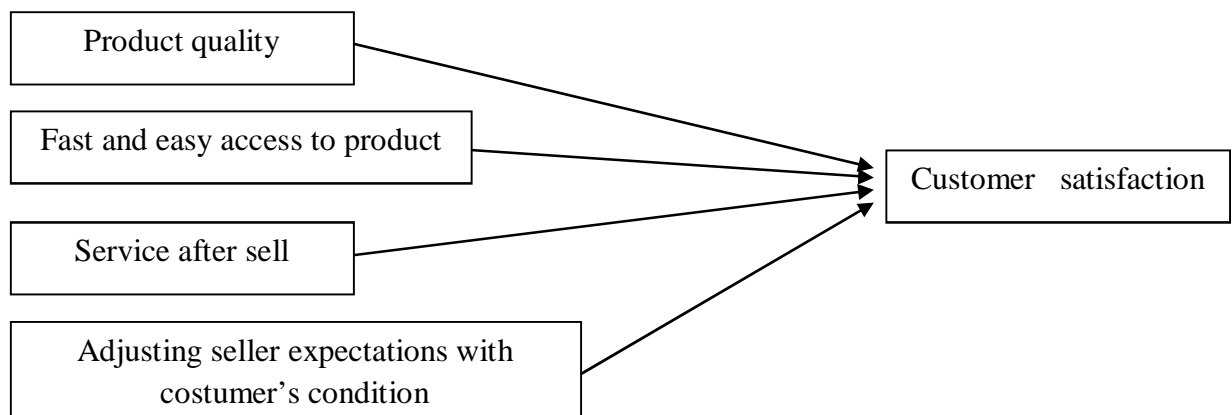


Figure 3.Efective factors on costumer's satisfaction

After the production step the sell support part must be executed such as service and repaired guaranties.

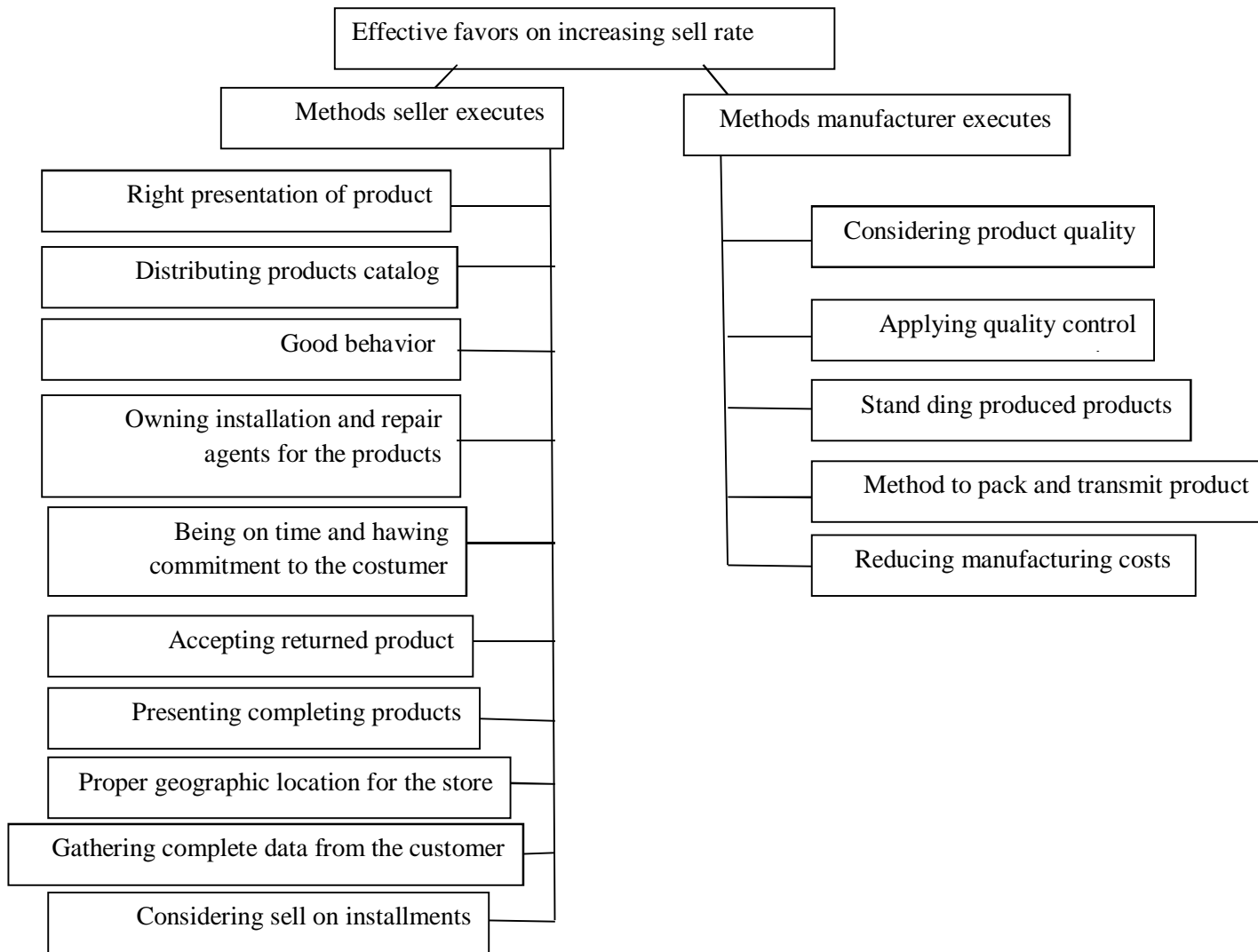


Figure 4. The methods which the seller and manufacturer must execute to increase sell rate

Conclusion

Marketing is a process to identify, predict, create and satisfy needs and desires that customers have for products and services. Considering that by various studies it is proven that keeping a customer is much more important than attracting new ones therefore to keep customers factors such as price, discount, service, product variety and ... must be considered. So due to competitive environment existing in economic world we must try to make our marketing function effective. In these studies we concluded that the sell and marketing processes are in the same line and if the marketing function that includes nine main functions of identifying customers' needs and planning the product and service and marketing research and Are done properly the sell rate could be increased.

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