

ENTREPRENEURIAL MARKETING

GUEST LECTURER'S BIOGRAPHY



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INSTITUTIONAL AFFILIATION



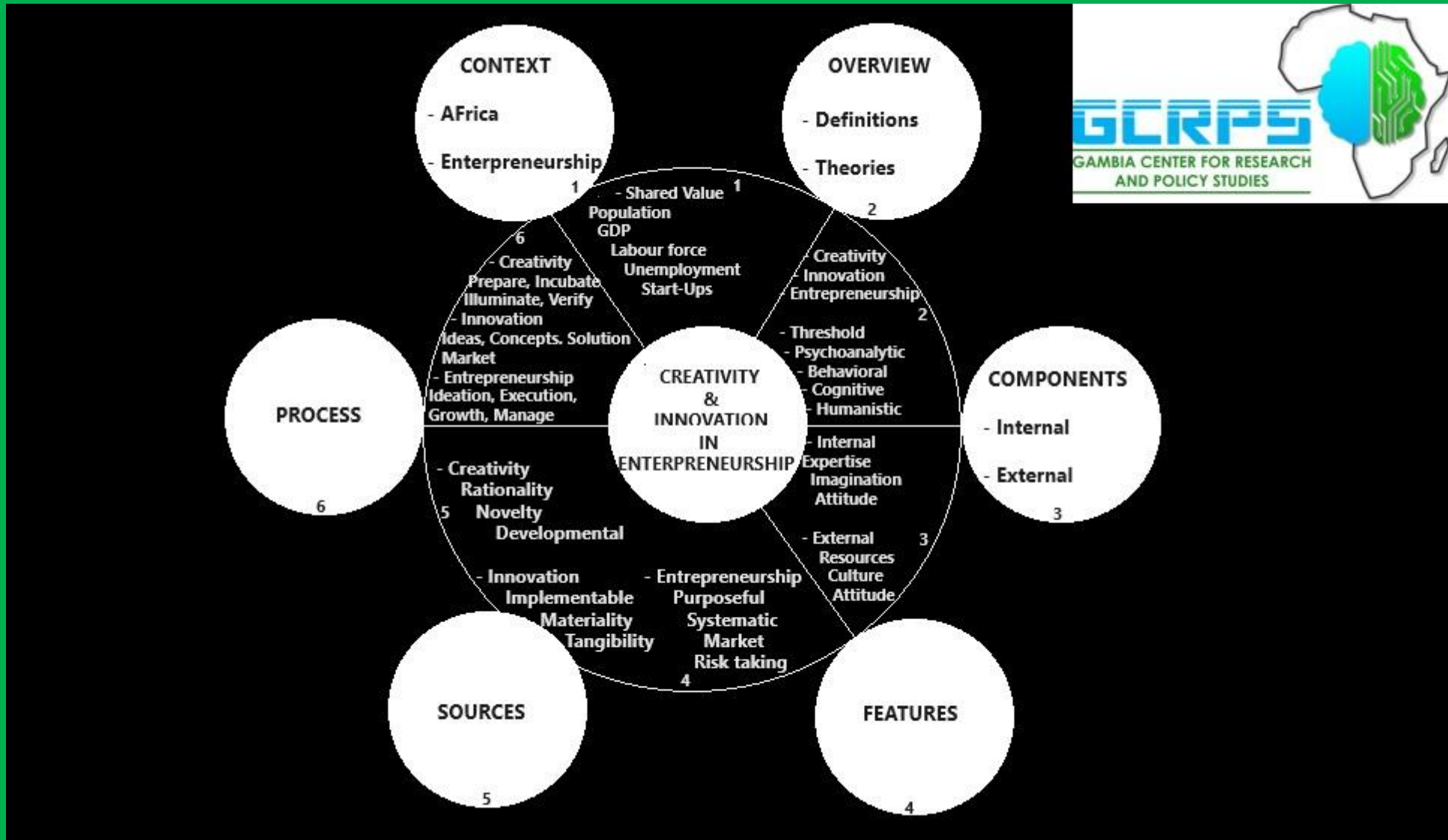
**Gambia Center For Research
And Policy Studies
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DELIVERY DATE



December 5, 2023

RECAP ON CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP



MARKETING: DEFINITIONS & CONCEPTS



Create



Communicate



Deliver



Value



Target Market



Profit

MARKETING: TRADITIONAL VS. ENTERPRENEURIAL

TERMS		CORE FEATURES	
TRADITIONAL	Uses offline media	Manages existing customers/resources	Large budgets/resources
ENTERPRENEURIAL	Uses online media	Capture and manages non-existing customers/resources	Less or No budgets/resources

CREATE VALUE (PRODUCT MANAGEMENT)

Design

Develop

Launch

Improve

COMMUNICATE VALUE (BRAND MANAGEMENT)

WHAT TO MANAGE

Manage brand reputation

Improve audience for the reputation

WHY MANAGE

Brand Awareness - customer familiarity of the brand

Brand Equity - customers value to the brand

Brand Loyalty - customers engagement on the brand

Brand Recognition - Customers brand recognition

Brand reputation - Customers perception of the brand

HOW TO MANAGE

Phase 1

**Opportunity Recognition
Market Analysis**

Phase 2

**Strategize
Market**



DELIVER VALUE (CUSTOMER MANAGEMENT)

WHAT TO MANAGE

Inventory

Orders

Delivery/Fulfilment

Troubleshooting

Customer Support

HOW TO MANAGE

Team alignment

Comprehend Customer value

Formulate Right Processes

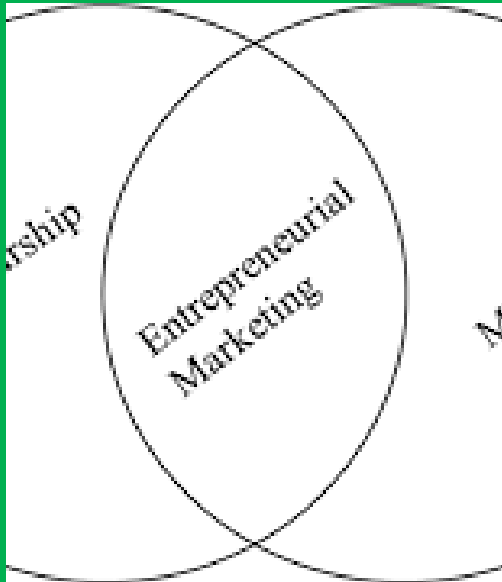
Use the right tools

Evaluate value delivery

WHY MANAGE

Customer Solution

Customer Satisfaction



Summary

- **Recap: Creativity & Innovation in Entrepreneurship**
- **Marketing: Definition & Concepts**
- **Marketing: Traditional vs. Entrepreneurial**
- **Create Value (Product Management)**
- **Communicate Value (Brand Management)**
- **Deliver Value (Customer Management)**



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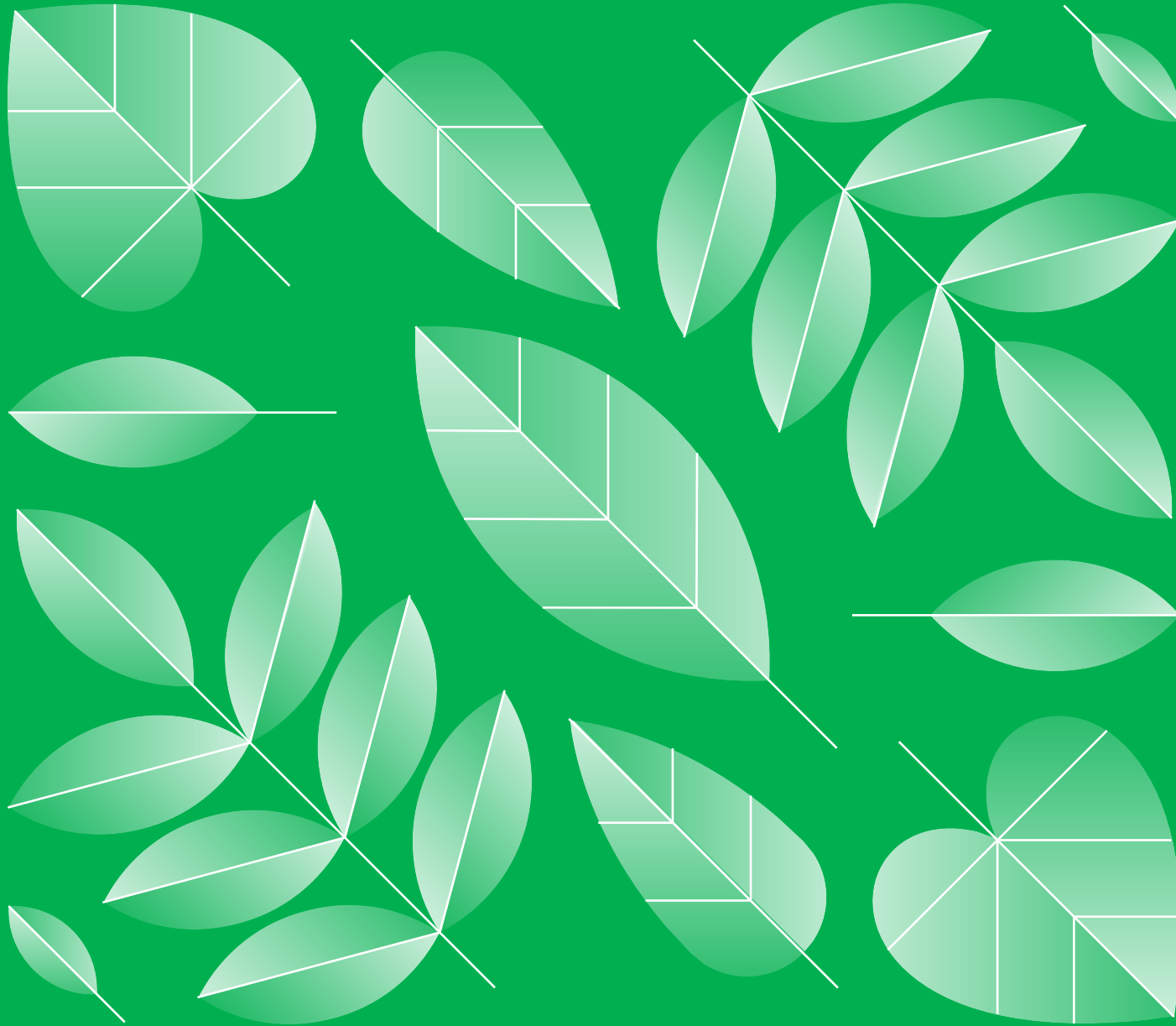
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Thank you

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