

### **What is marketing?**

**Marketing is the process by which a product or service is introduced and promoted to potential customers.**

**Good marketing accomplishes three things:**

- **Creates awareness of your business (also known as brand building).**
- **Leads customers to your business.**
- **Educates or re-educates your market about your business.**

**The market is divided into:**

- **Homeowners renovating / building.**
- **Health conscious people.**
- **Businesses who wish to improve health at the work place and the productivity of its staff members.**
- **Restaurants / Hotels.**
- **Architects/ Interior designers.**

**Know the right product for the right market:**

- **Match your customer needs with your product range.**
- **Continuously monitor customer needs and update your product range.**