

 **Title: Orientation on the market**

 **Annotation:**

A business can determine the scope of its market by conducting surveys of customer needs, product/ service prices and competitors. When a product or service is needed by people, there is a demand. These people can become customers to purchase your product/ pay for your service. Companies that provide similar products or services are competitors.

 **Key Competence:**

→ Competence to search and assess business opportunities in line with the reality of the market environment

 **Expected Output:**



→ Analyse markets and areas relevant for product/ service development  
→ Identify relevant competitors

 **Keywords:**

Market orientation, business idea

 **Objective of the course:**

The objective is to familiarise learners with markets they are interested in and teach them to analyse their situations and find solutions to promote their product/service on the market.

 **Duration:** 50 min.,  **Hand-out**

 **Theoretical part – explanation of the content:**

**Market orientation:**

A business approach that focuses on identifying and meeting the stated or hidden needs or wants of customers. Related concepts are product orientation and sales' orientation.<sup>1</sup>

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<sup>1</sup> Adapted from: <http://www.businessdictionary.com/definition/market-orientation.html>

## Useful links:

“Beer Distribution Game”: <http://www.beergame.org/the-game>

App (free): <https://beergameapp.firebaseio.com/>

Course on Marketing: [https://saylordotorg.github.io/text\\_principles-of-marketing-v2.0/index.html](https://saylordotorg.github.io/text_principles-of-marketing-v2.0/index.html)

Useful website with entrepreneurial contents: <http://youthbusinessseurope.org>

## References:

<http://www.businessdictionary.com/article/518/sources-of-inspiration-entrepreneur-success-stories/>

<http://www.businessdictionary.com/article/495/where-do-i-begin-preliminary-steps-for-starting-a-business/>

<http://www.businessdictionary.com/article/632/using-swot-analysis-to-develop-a-marketing-strategy/>

<http://www.businessdictionary.com/definition/creativity.html>

<http://www.businessdictionary.com/definition/market-orientation.html>

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<https://www.iconfinder.com/becris>

UNESCO (2006): Starting my own small business. A training module on entrepreneurship for learners in a non-formal setting. Facilitator’s guide.

Retrieved from: <http://unesdoc.unesco.org/images/0014/001449/144935e.pdf>

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