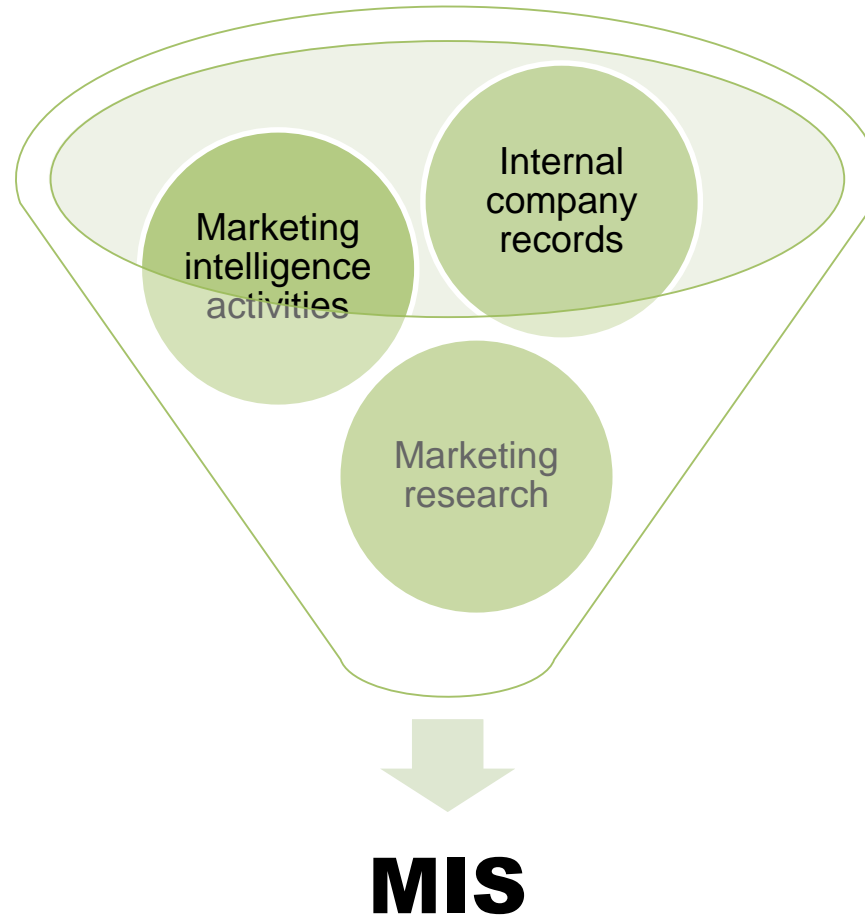


#3_Collecting Information and Forecasting Demand

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ITALY

COMPONENTS OF A MODERN MARKETING INFORMATION SYSTEM



Management of

In order-to-payment cycle



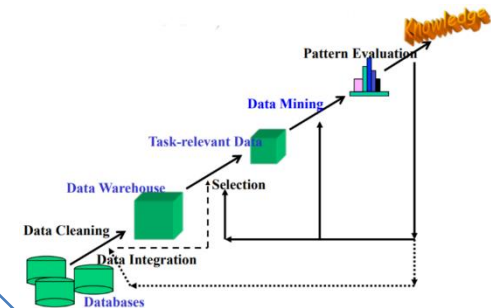
Sales information system



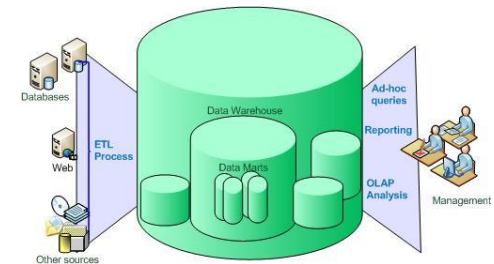
Databases



Data mining



Datawarehousing



The marketing intelligence system

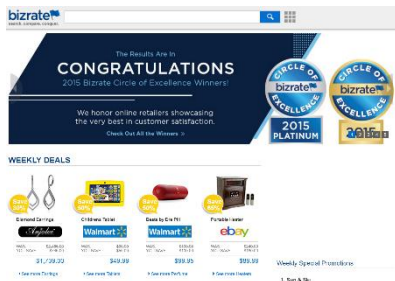
A set of **procedures** and **sources** that managers use to obtain everyday **information** about developments in the marketing environment.

Eight possible actions to improve quantity and quality of the MIS:

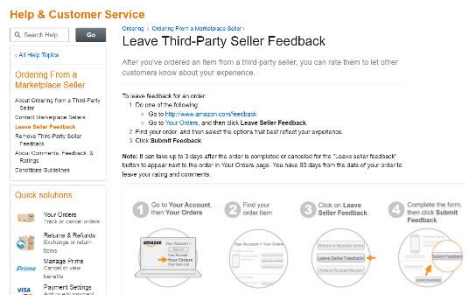
- ♣ Train and motivate the sales force to spot and report new developments
- ♣ Motivate distributors, retailers and other intermediaries
- ♣ Hire external experts to collect intelligence
- ♣ Network internally and externally
- ♣ Take advantage of government-related data sources
- ♣ Purchase information from outside research firms and vendors
- ♣ Collecting marketing intelligence on the internet

Collecting marketing intelligence on the internet

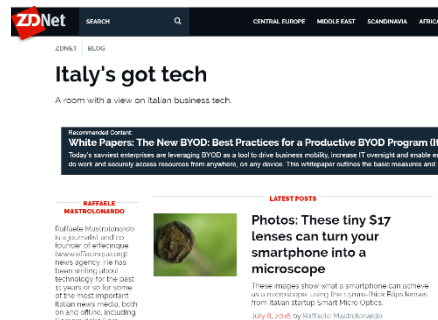
Independent customer goods and service review forums



Distributor or sales agent feedback sites



Combo sites offering Customer reviews & expert opinions



Public blogs



Customer complaint sites



Needs and trends

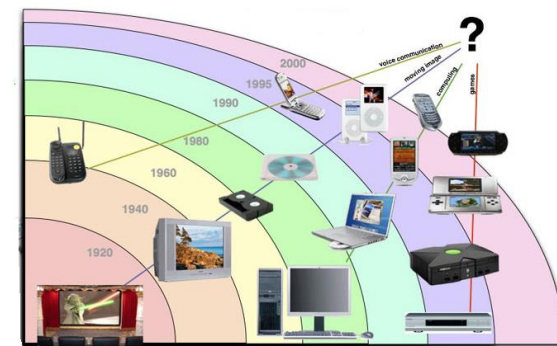
Fad



Trend



Megatrend



Exploration and identification of six major forces

Demographic

Natural

Economic

Technological

Socio-cultural

Political-legal

ANALYZING THE MACROENVIRONMENT

The demographic environment

Worldwide population growth



Household patterns



Population age mix



Ethnic and other markets



Educational groups



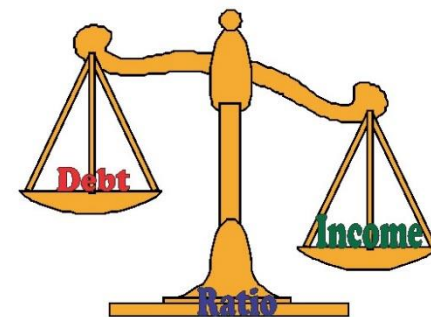
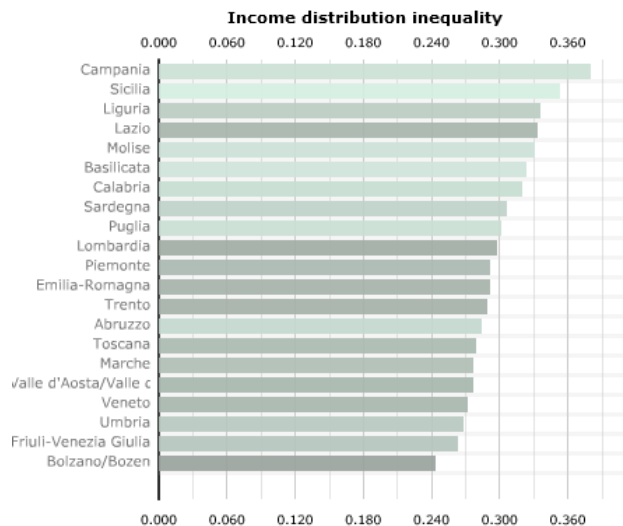
The economic environment

Consumer psychology

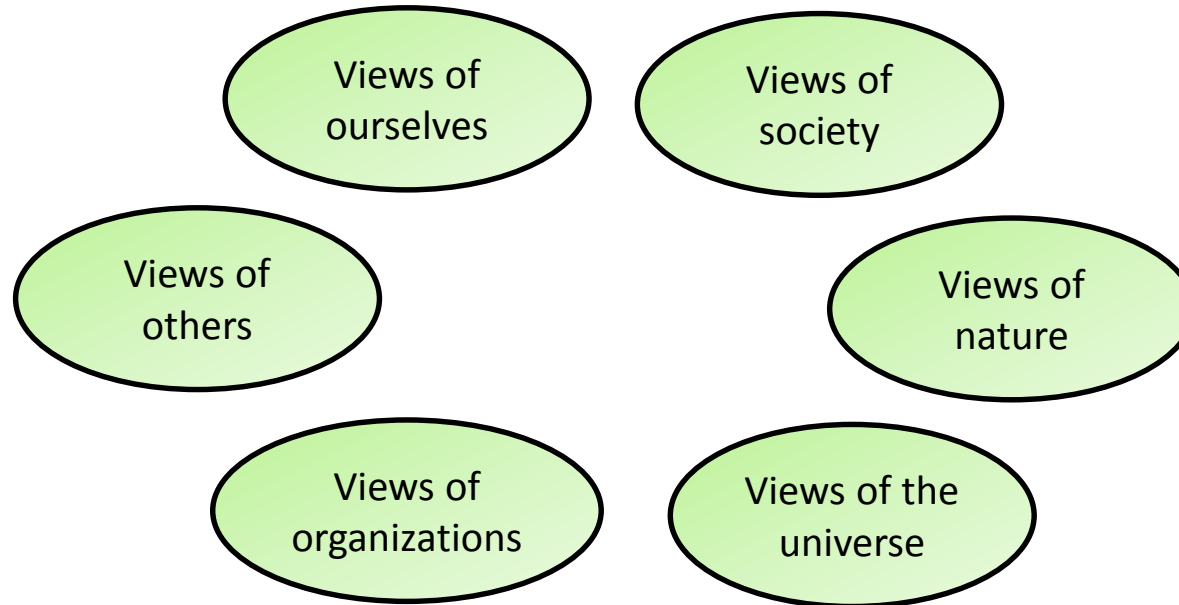


Income, savings, debt and credit

Income distribution



The socio-cultural environment



♣ Core cultural values

- Values are passed from parents to children and reinforced by social institutions

♣ Subcultures

- Groups with shared values, beliefs, preferences, and behaviors emerging from their special life experiences or circumstances

The natural environment

Opportunities await those who can reconcile prosperity with environmental protection



The technological environment



Accelerating pace of change

Unlimited opportunities
for innovation

Varying R&D budgets

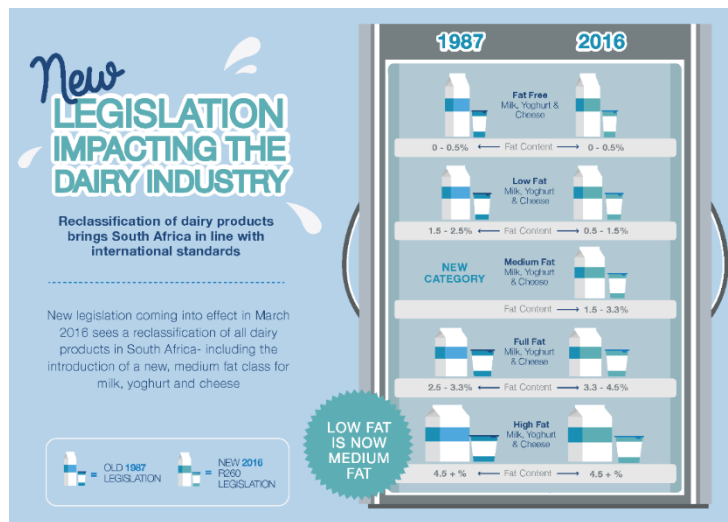
Increased regulation of technological change

The political-legal environment

LAWS

GOVERNMENT AGENCIES

PRESSURE GROUPS



What makes people happy in Europe's most desirable countries?

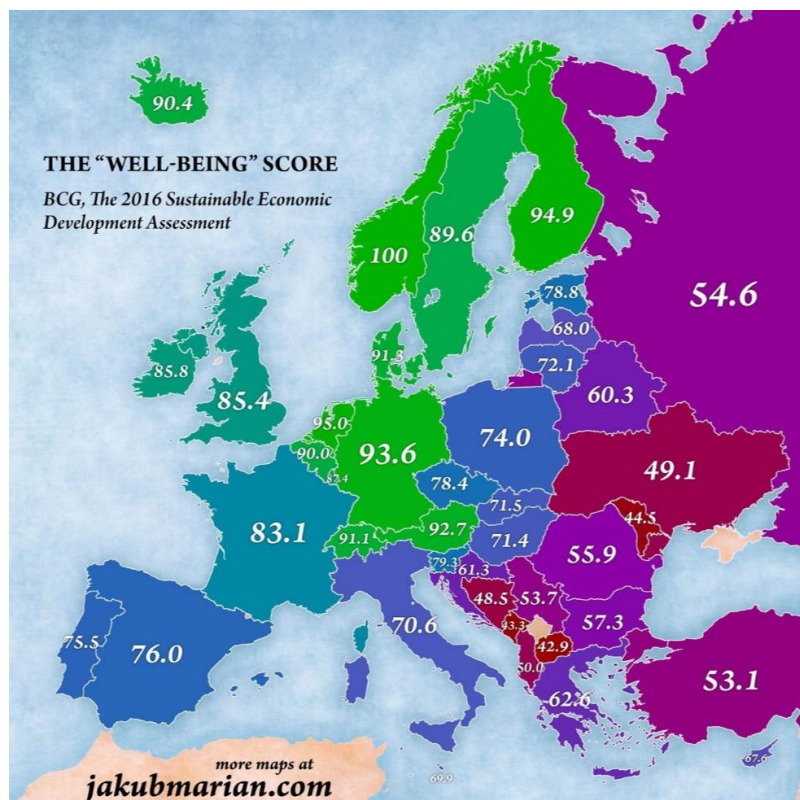
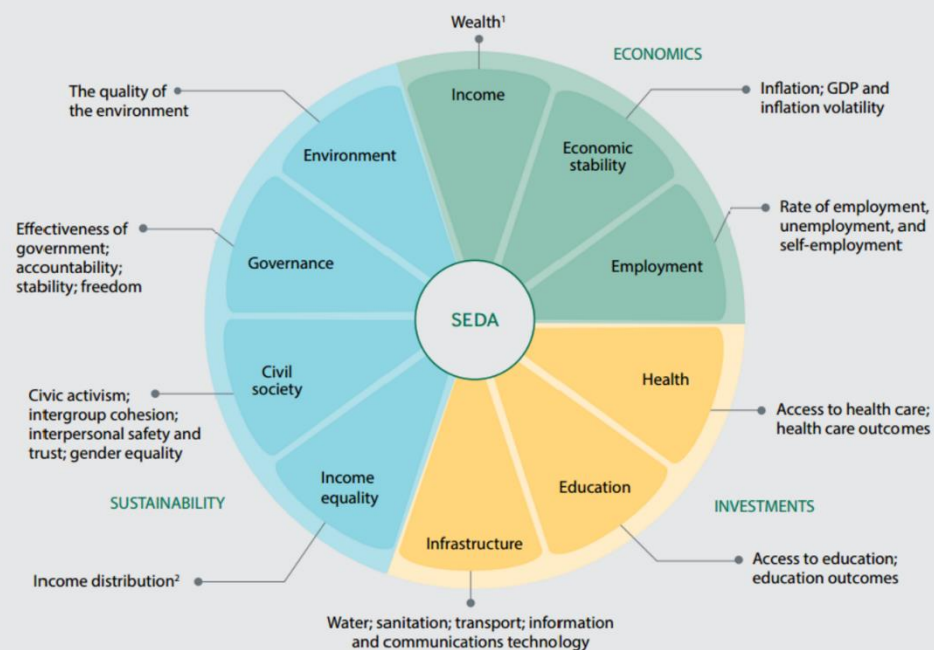


EXHIBIT 1 | SEDA's Ten Dimensions of Well-Being



Source: BCG analysis.

¹Wealth is measured as GDP per capita (purchasing-power parity, current international \$) for current-level scores, and GDP (constant local currency unit) for recent-progress scores.

²Income distribution is based on the Gini coefficient.

Market demand measures

- ♣ Potential market
- ♣ Available market
- ♣ Target market
- ♣ Penetrated market



FORECASTING AND DEMAND MEASUREMENT

Market demand measures

- ♣ Market share
- ♣ Market-penetration index
- ♣ Share-penetration index

Demand measurement vocabulary

- ♣ Market forecast
- ♣ Company demand
- ♣ Company sales forecast

Thank you for your kind attention!



(Have A Nice Day!)

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