1.0   Purpose

2.0   Scope

3.0   Responsibility and Authority

4.0   Marketing Procedure

4.1 General

4.2 Marketing research

4.3 Marketing strategies development/correction

4.4 Marketing strategies practical implementation

4.5 Evaluation of marketing efficiency

4.6 Customer communication

4.7 Information to understand the context of the organization

4.8 Creation of a database for obtaining and maintaining of the organizational knowledge

5.0   Criteria and Risks of 'Marketing' Process

5.1. Criteria of 'Marketing' Process

5.2 Addressing the risks and opportunities of the 'Marketing' process

6.0   Documented information of the 'Marketing' Process

7.0   Revision History

Addendum 1 **QSF 8.2-01-01 Marketing research program**

Addendum 2 **QSF 8.2-01-02 Market Research report**

Addendum 3 **QSF 8.2-01-03 Marketing strategies**

Addendum 4 **QSF 8.2-01-04 Marketing strategies implementation Instructions**

...

4.0   Marketing Procedure

4.1 General

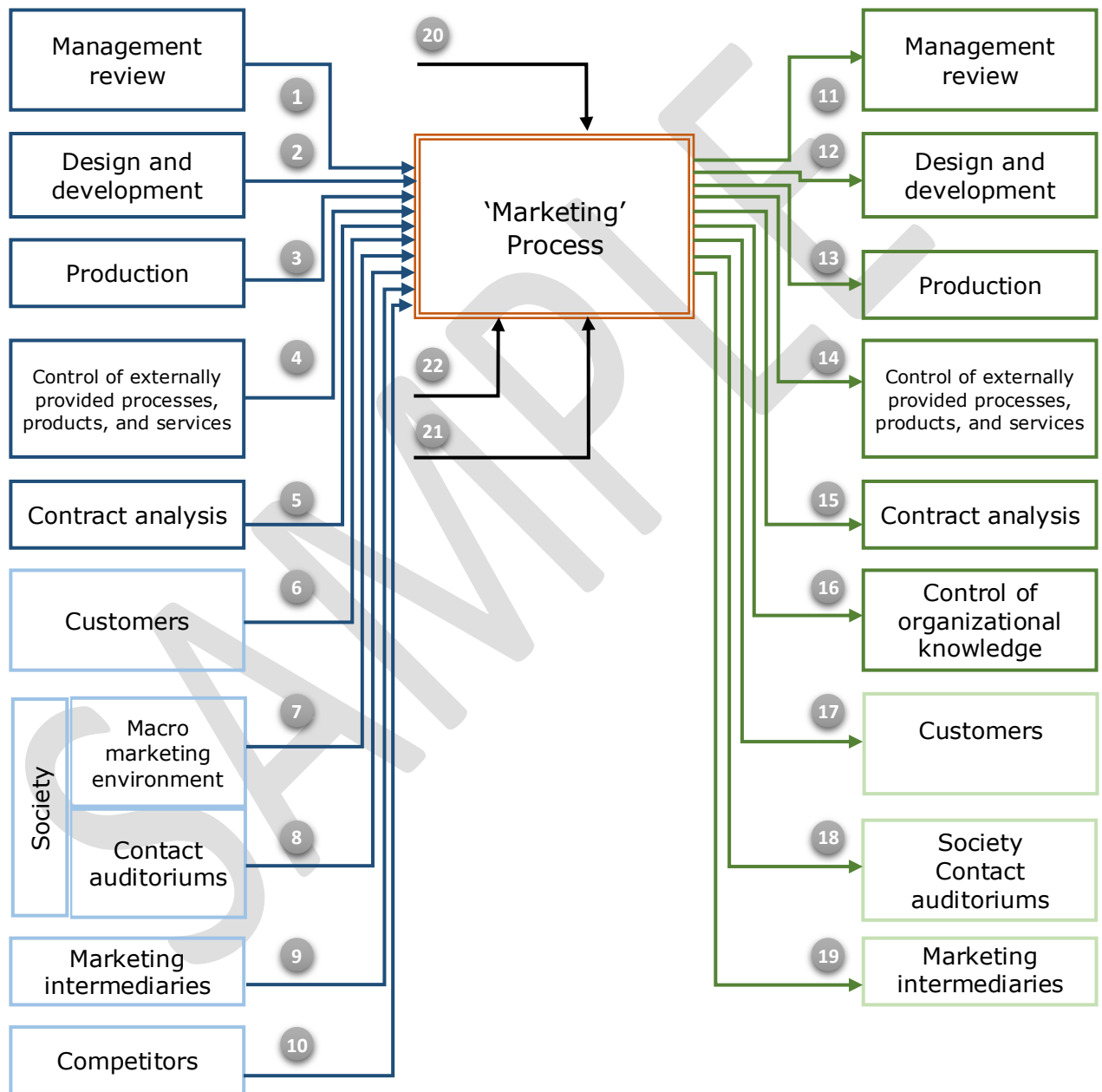'Marketing' process model diagram is displayed on Fig. 1.

Fig. 1 'Marketing' process model diagram

info@c-bg.com   www.c-bg.com

Inputs

1
- Marketing research request (indicating the purpose of the study)
- Market strategy and product strategies development request

2
- Information on new developments and the improvement of products or services

3
- Actual production volume by groups of products
- Actual cost of production by groups of products, structure of expenses.

4
- Procurement information

5
- Market research requests (new clients, competitive positions, prices, advertising, etc.)
- Customers observation and interviewing results
- Actual sales volume by customer groups
- Actual advertising expenses
- Information about supplier database replenishment
- Information about ex-customers (those who stopped purchasing products)
- Customer requests information relevant to participation in exhibitions, joint advertising campaigns, obtaining commercial equipment
- Customer requests information relevant to the terms of cooperation
- Regional offices reports

6
- Information about the consumers' perception of the products of the organization and suggestions for product improvement
- Customer opinion on the competitors' products perception

7
- Information about the consumers' perception of the products of the organization
- Information about public opinion on the competitors and the competitive product perception

8
- Market trends information

9
- Market trends information
- Information about public opinion on the competitors and the competitive product perception

10
- Competitors market information
- Information about the characteristics of competitive products
- Market trends information

...

4.7 Information to understand the context of the organization

is obtained in the course of 'Marketing' process and includes information about the internal and external issues.

External issues information includes the results of the analysis of:

- political and legal issues,
- economic issues,
- demographic issues,
- environmental issues,
- cultural and technological issues,
- information from customers,
- information from competitors,
- information from suppliers,
- information from contact audiences,
- marketing intermediaries information.

...

Purchase the full version of the Marketing Procedure   **$49.00**   BUY NOW   More info…

Related products:

✓   ISO 9001:2015 **Quality System Manual**

✓   **Control of Documented Information** in ISO 9001:2015 Clauses

✓   **Comparative Analysis of ISO 9001:2015** vs. ISO 9001:2 008

✓   **Actions to Address Risks and Opportunities** Procedure

✓   **ISO 9001:2015 Overview.** Presentation for Training

✓   **QMS Transition Program** (to the New Version of ISO 9001:2015)

Other **ISO 9001:2015 Documents and Templates**