

PRODUCT DESIGN & MARKETING

The Market 2

MARKETING

1. What do we call people who buy goods & services?

2. What do we call people who supply goods & services?

3. A businessman says, "All we have to do is to find out what our customers want and deliver it to them"

Is this true? Why or why not?

4. Do you know the meaning of these words? If not, look them up & write their definition below:

a) SUPPLY _____

b) DEMAND _____

Why are these words important in marketing goods & services?
