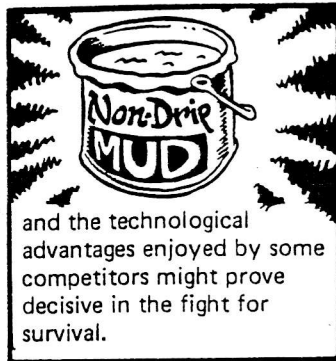




This then is the essence of the marketing process. But we mustn't forget the jungle all around - the business environment



Competition lurks behind every tree...



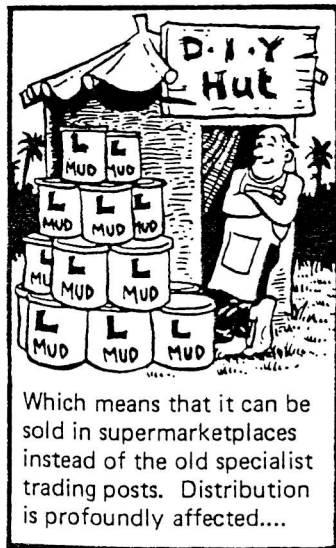
and the technological advantages enjoyed by some competitors might prove decisive in the fight for survival.



Non-drip mud means that the job can be done faster...



and unskilled people can use it without getting in a mess.



Which means that it can be sold in supermarketplaces instead of the old specialist trading posts. Distribution is profoundly affected....