**Изпит (Маркетинг фундаменти)**

*Отговорете на следните въпроси максимално изчерпателно и аргументирано.*

1. **Информация за продукта/услугата, която представяте**
2. Какъв продуктът или услугата?

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1. Какъв е вашият бизнес модел - пазарно или клиентски ориентирана е вашият маркетинг и защо ?

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1. Определете дифузиционната крива на продукта, който продавате. (иноватори, ранни осиновители, ранно мнозинство, късно мнозинство, изоставащи).

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* *Възможности:*

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* *Рискове:*

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* *План за действие:*

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1. Определете къде се намира вашият продукт/услуга в пирамидата на Маслоу и защо?

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* *Възможности:*

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* *План за действие:*

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1. **Информация за пазара**
2. Какъв вид е пазарът, на който сте решили да продавате (иновативен, развиващ се/разрастващ се, наситен, намаляващ) и защо?

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* *Възможности:*

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* *План за действие:*

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1. Кой е вашият клиент- направете описание на вашия **идеален** клиент и обяснете защо се насочвате към него? Опишете неговият профил.

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1. Какви нужди /проблеми/ има вашият клиент, които продуктът (услугата) решава?

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1. Какво преимущество получава клиентът, ако се довери на вас?

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1. С какво ви асоциира вашият идеален клиент?

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1. Как се позиционирате в неговото съзнание?

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1. С оглед на конкурентите ви, избройте брандовете (компаниите) спрямо позицията, която заемат в ума на клиента ви (умствено позициониране)

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1. Къде се намира вашият продукт в тази умствена стълбица?

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1. С оглед на тази позиция каква стратегия ще изберете и защо?

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1. **Маркетинг фуния**
2. Определете какъв е вашият „Клиентски поток”. Какви биха били етапите на вашата маркетингова фуния?

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