



## **MARKET AND PRODUCT DIALOGUE**

### **Examples Of Words And Expressions Used In A Market And Product Dialogue**

Next week's meeting will concentrate on our current marketing strategy.

I'm afraid the board hasn't accepted the marketing plan.

We feel that we need to re-examine the marketing mix.

We need to do more market research before we decide on the packaging.

We found a profitable market niche in the first year of business.

We are up against Levi's, one of the best-known brands of jeans.

However we are not in direct competition with the brand leader.

Sales promotions are particularly effective in attracting brand switchers.

If we're aiming for brand loyalty then what we need is this distinctive USP, Unique Selling Point.

It's crucial for us to develop brand recognition through better marketing communications.

We all know that Harrods positions itself as a high quality, high stature retailer.

We need to take a look at our product portfolio and improve our offer of low-priced units.

Imported beers are usually positioned as premium products.

The product launch was a great success; it was covered by the national press.

We need to consider both long and short term pricing policies.

At 40% markup was recommended by the wholesalers.

There's no doubt that we would need a large volume of sales to make discount pricing successful.

If the product retails at £12, that gives us a margin of 22%.