



Activities

Stages of Innovation in marketing implementation

<p>1. Market Research</p> <p>2. Market Segmentation</p> <p>3. Market Targeting</p> <p>4. Market Positioning</p>	<p>1. Market Research - Identify market opportunities and assess competitive environment</p> <p>2. Market Segmentation - Divide market into segments for better focus</p> <p>3. Market Targeting - Select target segments to focus on</p> <p>4. Market Positioning - Establish a unique competitive advantage for the product</p>
<p>5. Product Development</p> <p>6. Production and Distribution</p> <p>7. Promotional Strategy</p> <p>8. Monitoring and Evaluation</p>	<p>1. Product Development - Create a product that meets customer needs and is profitable</p> <p>2. Production and Distribution - Manufacture and deliver the product to the market</p> <p>3. Promotional Strategy - Develop a marketing mix that includes advertising, sales promotion, public relations, and direct marketing</p> <p>4. Monitoring and Evaluation - Track performance and adjust the marketing strategy as needed</p>