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SUSTAINABLE  
ENTREPRENEURSHIP  
IN COUNTRYSIDE

# Marketing in SME-s and microenterprises

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# Marketing

- **Marketing is simply identifying and satisfying your clients, or potential clients needs profitably.**
  - **Key words -**
- **identifying needs - Market Research**
- **satisfying - it must be a win for client**
- **profitably - must be win for you too.**

# Three basic questions of market research

- Who are potential Customers and why
- How can they be reached
- What is the competition

What can I offer competitively and what is the likely competitor reaction

# Marketing from customer perspective

- 4 P-s and 4 C-s
  - Customer Wants (Product)
  - Cost (Price)
  - Convenience (Place)
  - Communication (Promotion)

For services 7P + Personnel, Processes, Physical facilities

# Product

- Customer Benefit
- Quality
- Design
- Technical Features
- Branding
- Packaging
- Service
- Training

# Price

- Factory Price
- Export Price
- Price Taker/Giver
- Discount Policy
- Rebates/Loyalty Schemes - Lyoness case
- Undersell Competition
- Service Charge

# Place

- Supply Chain
- Warehousing/hubbing
- Speed of supply
- Direct to line
- Remote servicing
- Direct selling

# Routes to Market

- Selling Direct
- Selling via Agents incl cooperative umbrellas
- Selling via Shops, Wholesales
- Local Sales Office



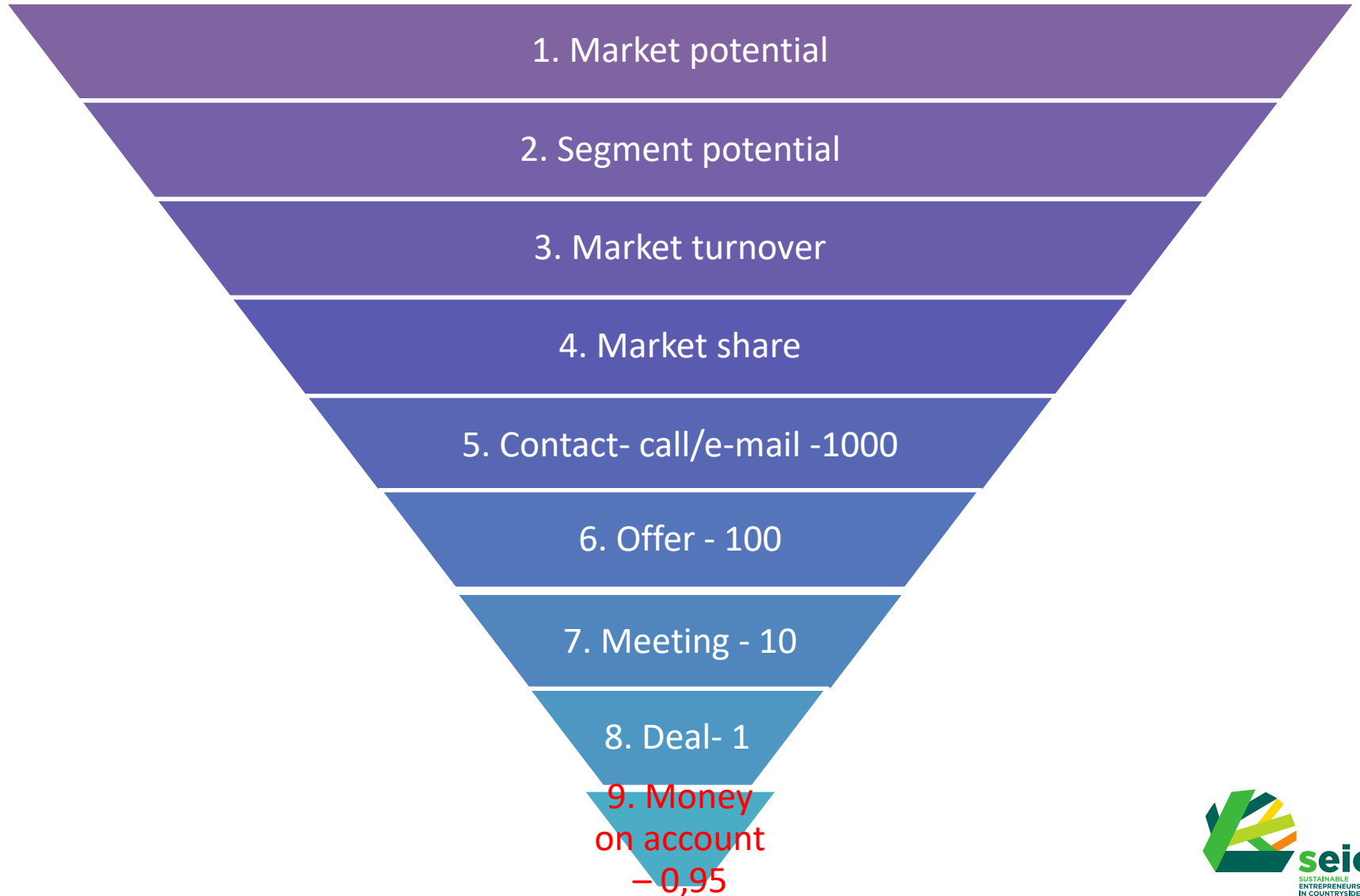
# Promotion

- Advertising
- Direct Mail
- Internet including adwords
- Telephone Selling
- Brochures/catalogues
- Articles in specialised journals, comparative tests
- Exhibitions/Trade Fairs
- Sponsorship
- Sales Force
- Agents

# Marketing Mix – Simple examples

- Price: Lower than competitor
- Product: Add new feature for the same price
- Place: Sell through the internet in Estonia
- Promotion: TV ads combined with on the site advertisement
- Common Theme: All trying to achieve competitive advantage through the Mix.

# SALES FUNNEL



# LOGIC OF MARKETING STRATEGY

## Client and competitor analysis

What clients want? What are products and services of competitors and how do they satisfy needs of our clients?



## Competitive advantage

Why clients should prefer your company products or services?  
What is USP?



## Marketing strategy

How you let your potential clients know about your products and services you want to offer?



## Competing strategy

How do you plan to develop your unique products and services to operate profitably?

# Innovation Cluster for Organic Food

- Estonian companies are eligible
  - International cooperation possible
  - Timing: 2017-2020
  - Total budget 800.000 EUR, support 100%
  - R&D and innovation activities are eligible
  - Application deadline Oct 2016
- All interested persons please contact:  
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# Wishing success in marketing!

