

MARKETING DEEL 2 STRATEGISCHE MARKETINGPLANNING

WAT ZAG JE IN STRATEGIE 1 VORIGE WEEK?



A. VERSCHILLENDE NIVEAUS EN BIJHORENDE STRATEGIEËN IN EEN ORGANISATIE



Marketingcommunicatieniveau moet rekening houden met wat op marketingniveau is beslist, marketingniveau met wat op SBU- en/of ondernemingsniveau is beslist

- **SBU - niveau = Strategic business unit** = Een strategische business unit is een onderdeel van een bedrijf met eigen doelstellingen en missie. Dit is bijvoorbeeld een product of merk. Een strategische business unit is grotendeels onafhankelijk van de rest van een bedrijf. Een SBU is gericht op het optimaliseren van het gebruik van hulpbronnen en streeft naar maximalisatie van de bedrijfswaarde. Er wordt gestreefd naar maximalisatie van bedrijfswaarde door producten en diensten binnen het bedrijf te bieden aan derden, bijvoorbeeld door het te verkopen. Iedere strategische business unit heeft sterke en zwakke punten die bepalend zijn voor kansen binnen de markt. Een handig model om kansen te analyseren van verschillende strategische business units is de BCG matrix. (Bijvoorbeeld: Cola verkoopt naast frisdrank ook drankjes die niets met frisdrank te maken hebben -> water. Dit is een andere business unit. Ze voegen een nieuw niveau toe aan hun bedrijf.

Bedrijfskundige Economie Deel 1 Strategische Planning

Sabine Zange



Bedrijfskundige Economie Deel 1 Strategische Planning:

This book delves into Bedrijfskundige Economie Deel 1 Strategische Planning. Bedrijfskundige Economie Deel 1 Strategische Planning is a vital topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Bedrijfskundige Economie Deel 1 Strategische Planning, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Bedrijfskundige Economie Deel 1 Strategische Planning
 - Chapter 2: Essential Elements of Bedrijfskundige Economie Deel 1 Strategische Planning
 - Chapter 3: Bedrijfskundige Economie Deel 1 Strategische Planning in Everyday Life
 - Chapter 4: Bedrijfskundige Economie Deel 1 Strategische Planning in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, this book will provide an overview of Bedrijfskundige Economie Deel 1 Strategische Planning. This chapter will explore what Bedrijfskundige Economie Deel 1 Strategische Planning is, why Bedrijfskundige Economie Deel 1 Strategische Planning is vital, and how to effectively learn about Bedrijfskundige Economie Deel 1 Strategische Planning.
 3. In chapter 2, the author will delve into the foundational concepts of Bedrijfskundige Economie Deel 1 Strategische Planning. This chapter will elucidate the essential principles that need to be understood to grasp Bedrijfskundige Economie Deel 1 Strategische Planning in its entirety.
 4. In chapter 3, the author will examine the practical applications of Bedrijfskundige Economie Deel 1 Strategische Planning in daily life. This chapter will showcase real-world examples of how Bedrijfskundige Economie Deel 1 Strategische Planning can be effectively utilized in everyday scenarios.
 5. In chapter 4, this book will scrutinize the relevance of Bedrijfskundige Economie Deel 1 Strategische Planning in specific contexts. The fourth chapter will explore how Bedrijfskundige Economie Deel 1 Strategische Planning is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, the author will draw a conclusion about Bedrijfskundige Economie Deel 1 Strategische Planning. The final chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Bedrijfskundige Economie Deel 1 Strategische Planning.

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