

Business Behaviour in Marketing

Report Study Group 2, PGCE

Urs Zeller

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Patron



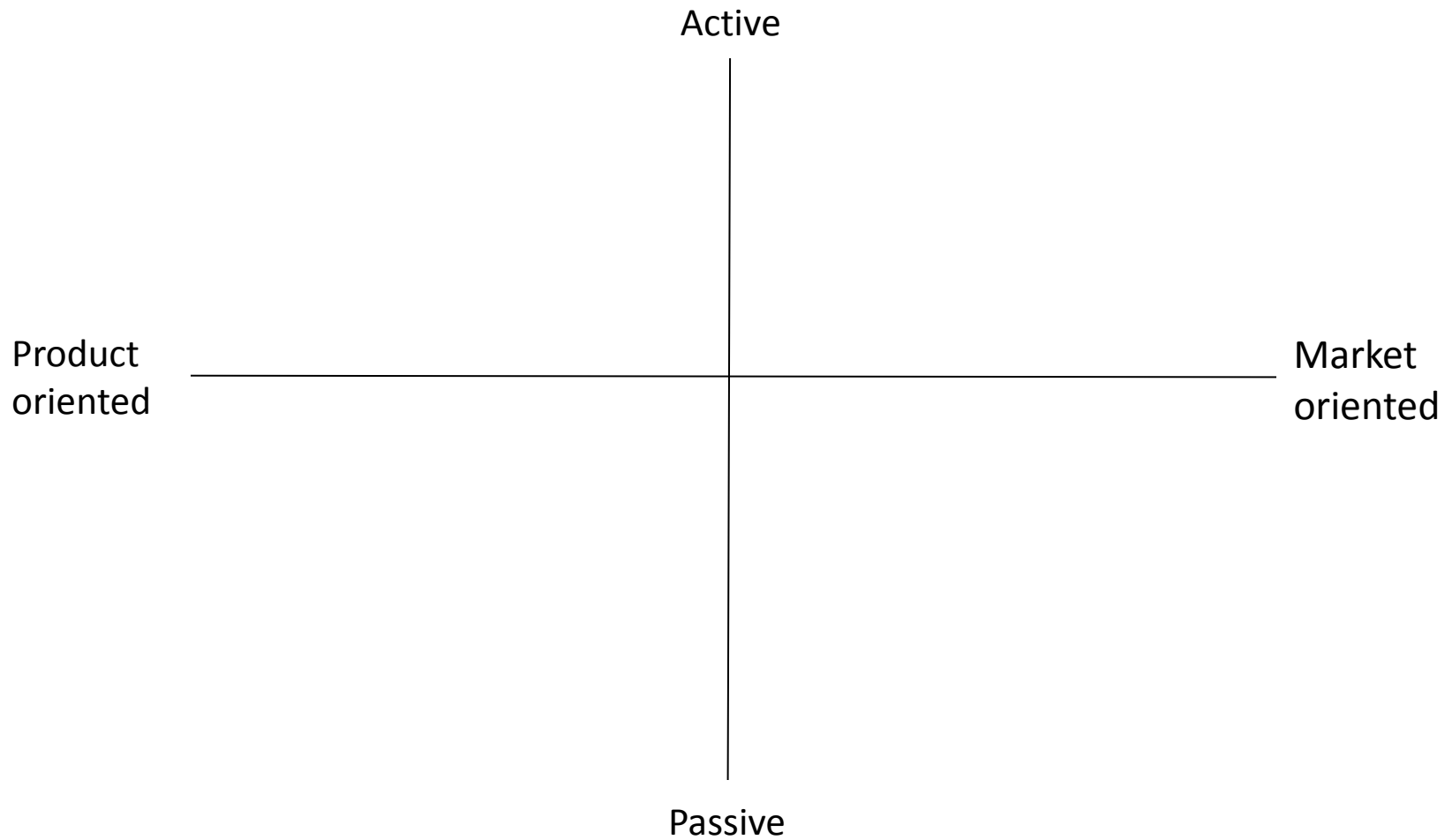
Host



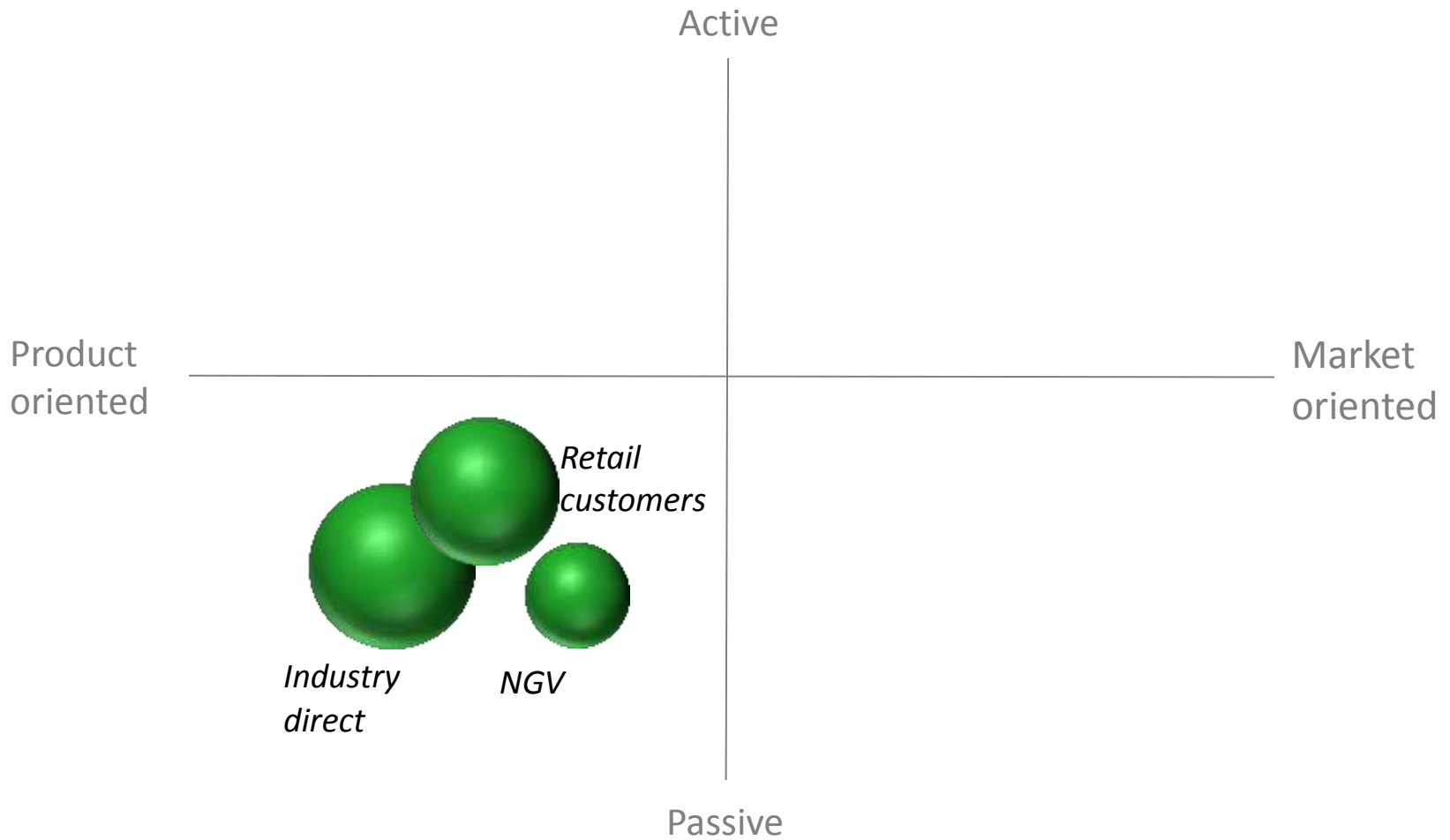
Host Sponsor



Marketing Behaviour:



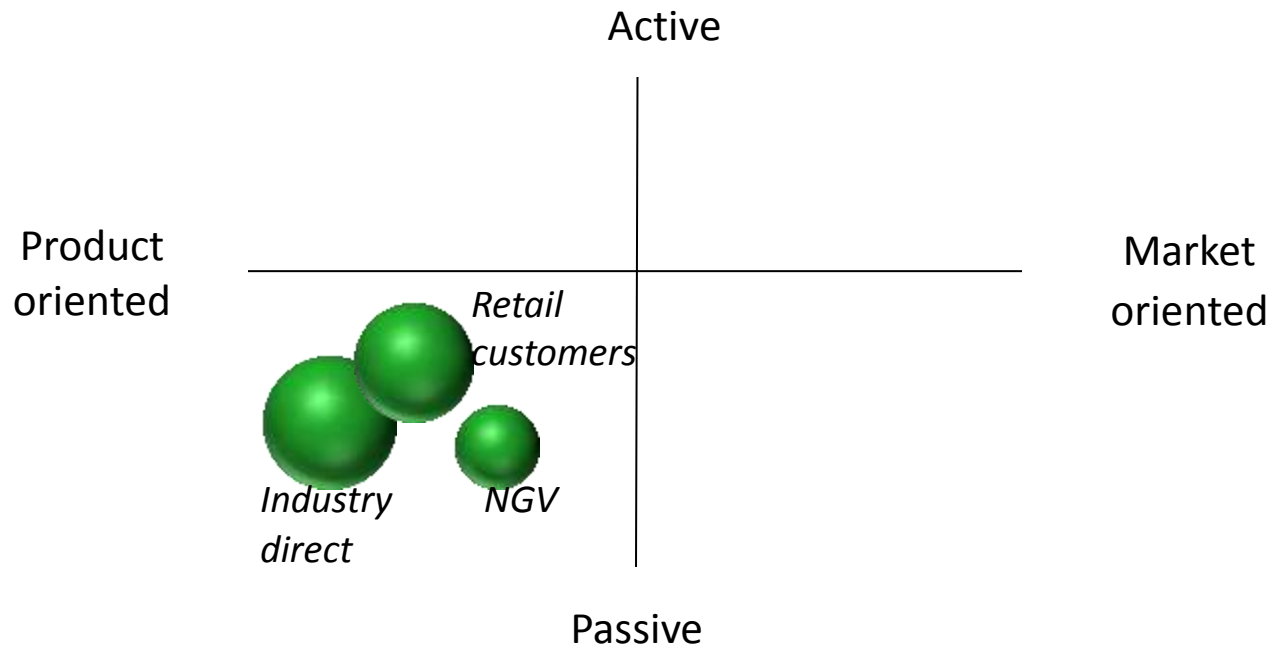
Today's Marketing Behaviour: Wholesaler



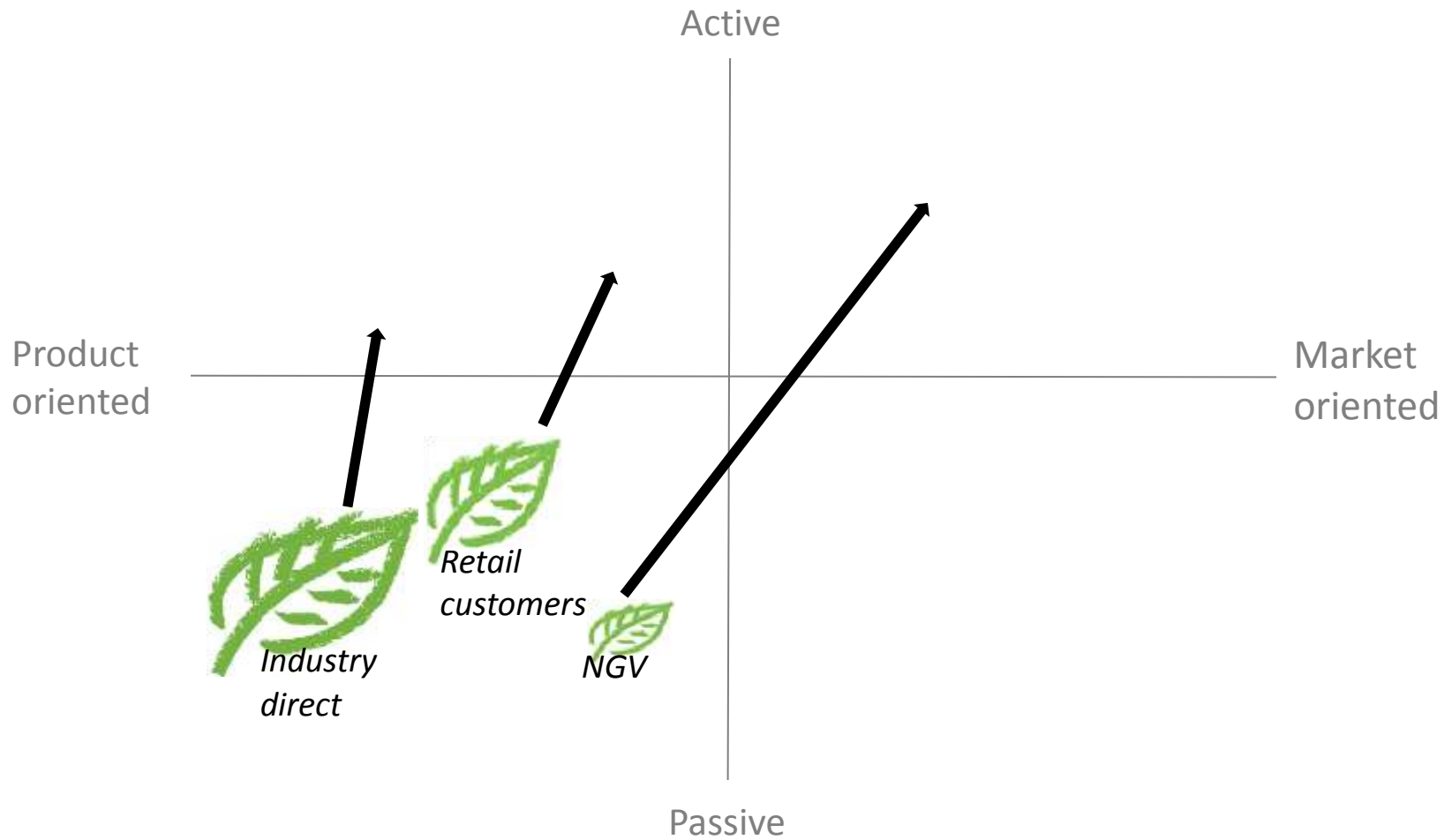
Today's Marketing Behaviour: Wholesaler

- Emotion
- Advertising
- Promotions
- Events
- Sponsoring
- Services
- New Products
- Biogas
- Renewables

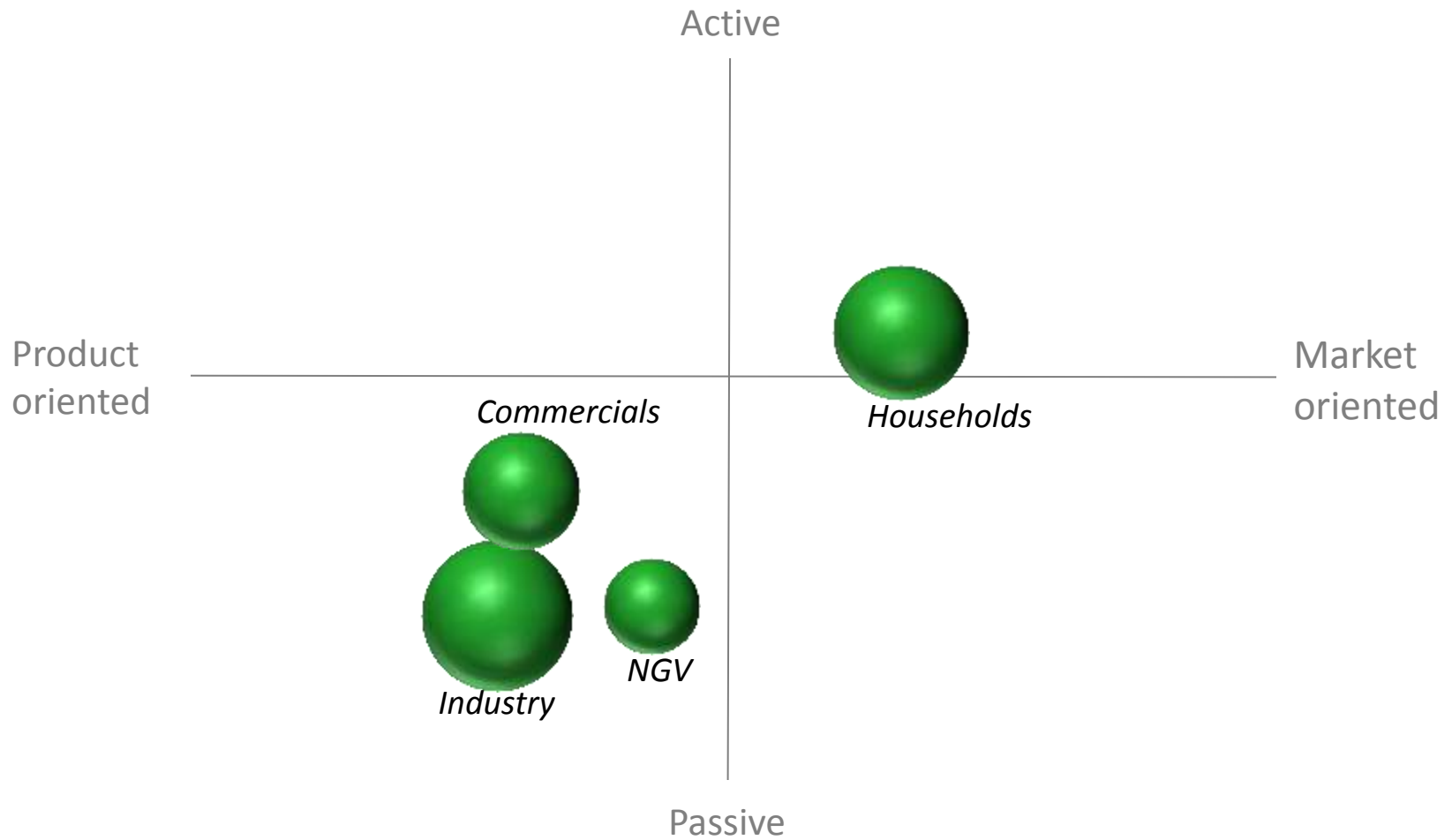
natural gas 



Tomorrow's Marketing Behaviour: Wholesaler

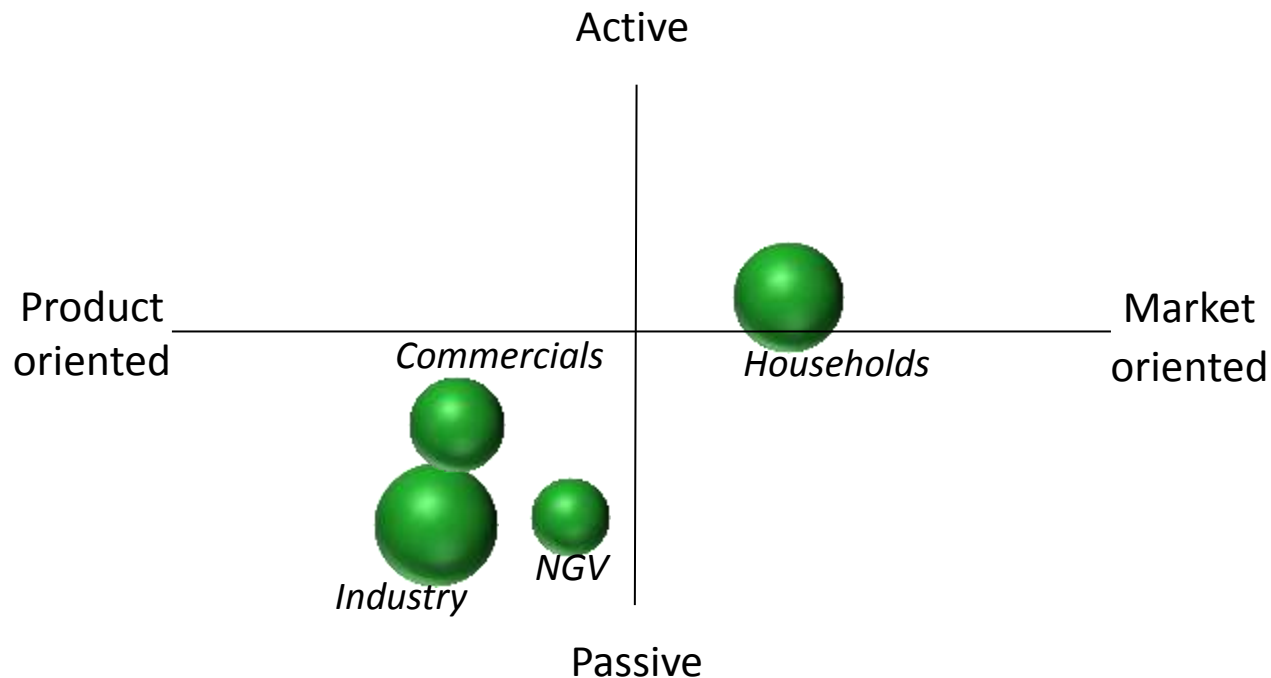


Today's Marketing Behaviour: Retailer

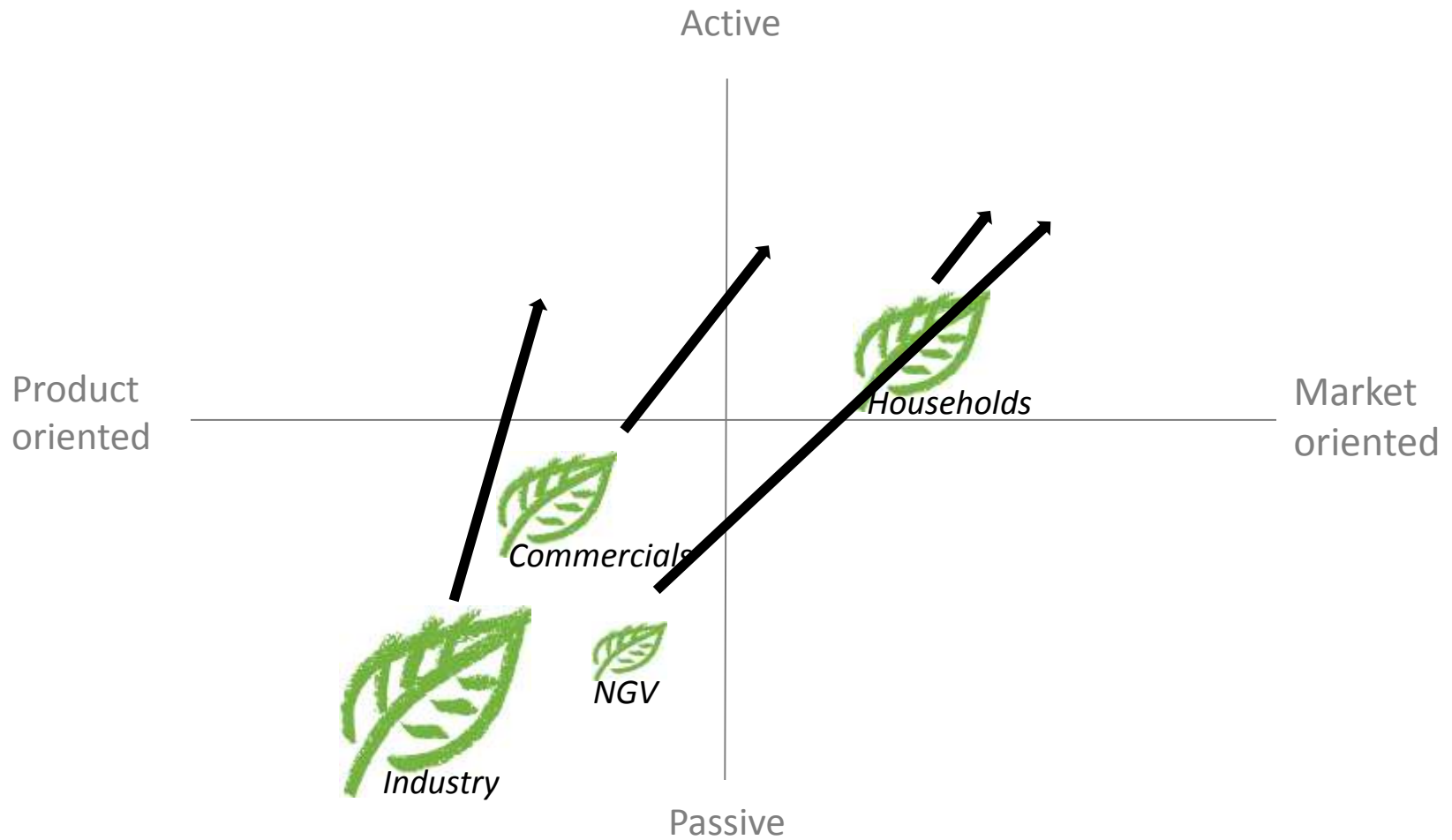


Today's Marketing Behaviour: Retailer

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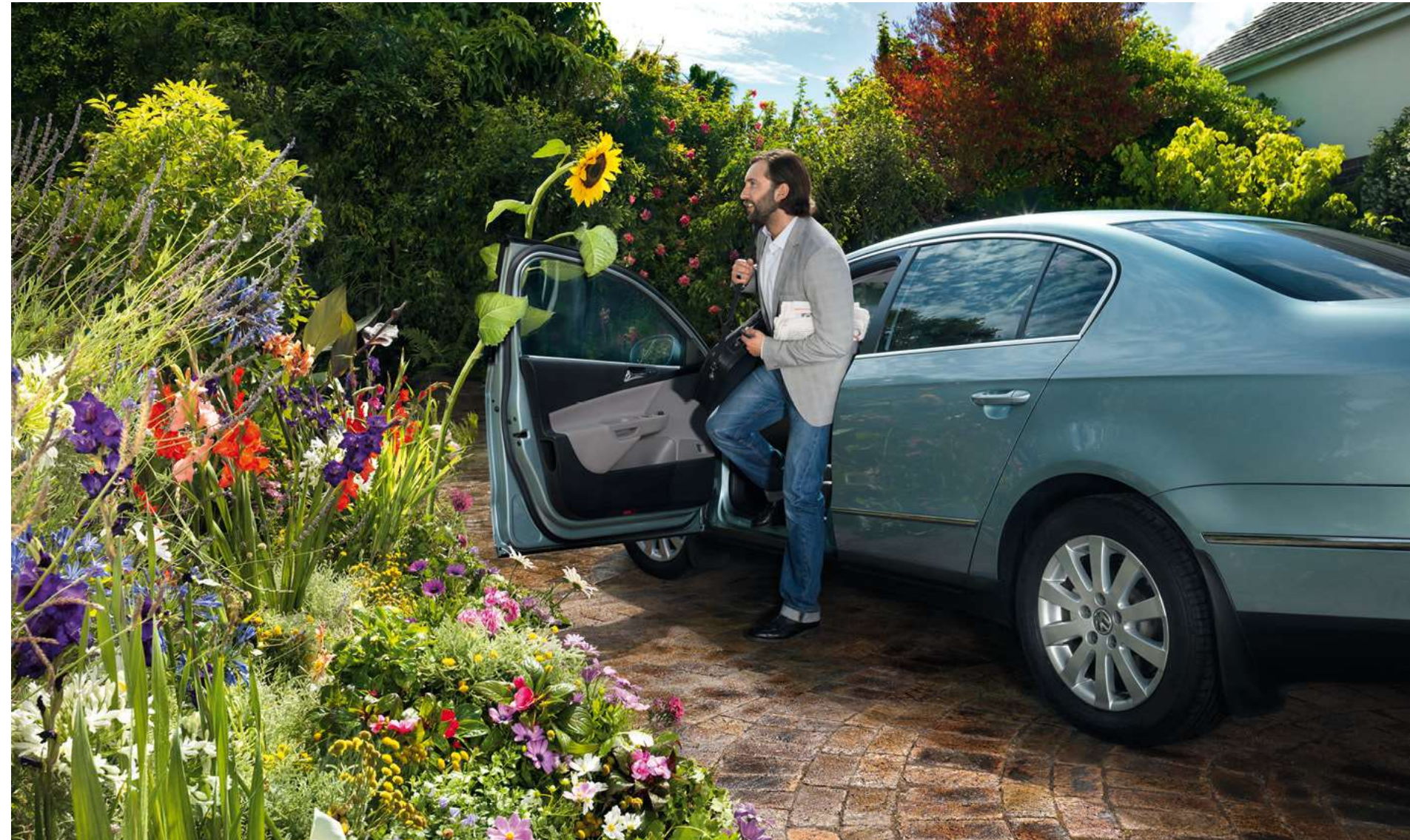
Tomorrow's Marketing Behaviour: Retailer



Best practice:



Best practice:



Best practice:



Best practice:



Marketing Behaviour: Conclusions

- Marketing is an integral part of all your business activities
- Each sector requires different approaches and a different use of marketing instruments
- Natural gas companies have to find their own marketing mix
- Regional conditions have to be taken into account
- Key of success
- Controlling