

MARKETING AND SMALL BUSINESS



OBJECTIVES OF THE TRAINING PROGRAM:

The training program seeks to achieve a variety of goals, the most important of which are:

1. Increase the knowledge building in relation to the marketing of small enterprises.
2. Providing the owners of small projects with practical and practical experiences about marketing and its various types.
3. Development of personal and social competencies to achieve effective performance in marketing the products of their projects.
4. Providing them with a set of modern methods and strategies in marketing.
5. Determine the most important methods and marketing methods suitable for their small projects and identify the most important marketing obstacles for them.
6. Developing the creative and innovative side of the owners of small projects.

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INTRODUCTION

Marketing is a complex process that only successful and persevering people understand. It can also be an art of modern art, as it is often linked between imagination and reality, as it shows the adaptation of the product, price, place and promotion which is called marketing promotion. The marketing process does not begin with providing the service or producing the product (the commodity), but rather finding the right consumer and customer, to gain his satisfaction through a series of procedures and studies of the target market in the small enterprise. Some may be surprised by the failure of his project and the success of a competing project, despite the lack of a big difference between them in terms of quality and price, and many may think that marketing and promoting his company or project is limited to advertising. Also, many people may not realize the meaning of the word marketing, and its importance in our daily life. The problem of companies and producers today is no longer limited to providing a service, or producing a new (commodity) product in companies or factories. Rather, the problem has become, how this company or factory is able to market its product, or service, and remain in the market with a lot. From competitors.

Therefore, it is imperative for small enterprises, if they want to survive, continue, and develop, to take advantage of the marketing plans, and to adopt a comprehensive marketing process that is flexible and can be developed and continued. We will stand in the training program on many concepts and principles related to marketing operations in small projects. Such as the definition of marketing, defining its importance, objectives, types, basic elements in marketing management in small projects, ideas, general marketing advice, and methods of successful marketing of small enterprises. We will also research the marketing communications process, to find out the effectiveness of marketing communications. In we will explain how to promote sales, to know its concept, the nature of using the concept of sales promotion, the advantages of personal selling in the small enterprise, the methods of sales promotion in the small enterprise, and the most important means of sales promotion. We will stand with the advertisements, by introducing the advertisement, and the purpose of the advertisement in the small project, the goals and importance of its use. And finally, talking about the marketing information system, to clarify the concept of the marketing information system, and the most important advantages in the small enterprise, as well as the sources of marketing information in the small enterprise.

CHAPTER 1

MARKETING CONCEPT:

The concept of marketing has been exposed to a lot of research and study, and a lot of development and modernization has occurred on it, and it is still changing and evolving, as it overlaps and intersects with many economic, social, psychological and cultural variables. Therefore, we find that there are many concepts of marketing, including: It is the scientific method by which products are presented in a way that attracts customers and pushes them to buy them. It is also defined as the productive process by which everything they need is obtained by exchanging products and paying the corresponding value for them. Marketing is also defined as an administrative process through which the return on investors is maximized by developing and implementing strategies to build trust relationships with target customers, in order to obtain competitive advantages. It is also known as an art, based on the knowledge of a group of activities aimed at satisfying and satisfying the needs and desires of customers by facilitating the process of creating, displaying, and exchanging products with a high level of communication, within the framework of the marketing environment, aiming to expand the institution and achieve profit.

MARKETING IMPORTANCE

Marketing is of great importance and its importance lies in a number of things, and the most important and prominent of these things are:

- Marketing facilitates the delivery of the product to customers, by following various methods of promotion.
- It strengthens the relationship between the product and the customers, and gives the company customers confidence in the products it offers.
- Creating job opportunities and contributing to reducing the unemployment problem.
- Developing the appropriate commodity or product by satisfying the needs and desires of market participants.
- Marketing contributes to aligning the company's strategy with requirements
- The market, as it is continuously developing it to keep pace with it.
- Raise the standard of living and accelerate economic development.
- Helps to rationalize consumers' expenditures by satisfying their needs and desires.
- Contribute to determining the appropriate investment policy for the development of the national economy.
- Gives consumers sufficient and complete information about the product to be marketed, which makes them able to make their final decision whether this product is suitable for them or not.

MARKETING OBJECTIVES

The marketing process aims to achieve many goals and objectives for the benefit of small projects, the most important of which are the following:

- 1) Increase sales.
- 2) Increase profit.
- 3) Expansion and Diffusion.
- 4) Increasing consumer awareness of the product.
- 5) Maintain and remain in the competitive field of the company.
- 6) Strengthening the relationship between the entity (the company) and the customers.
- 7) Achieving a high level of consumer or customer satisfaction.

TYPES OF MARKETING

Many references indicate that there are many types of marketing, the most important of which are the following:

PERSONAL MARKETING:

Personal marketing is represented in the following:

- 1- The personal appearance of the project owner, and the employee uniform.
- 2- Full knowledge of the project owner and employees about the product or service.
- 3- The prominent figure of the project owner.
- 4- The general shape of the shop and its cleanliness.
- 5- The reputation enjoyed by the company.
- 6- Excellence in providing a product or service.
- 7- Communicating with the press to publish a new product, or open a new branch, with the aim of spreading and expanding.
- 8- The company logo must be distinctive and express the company name.

E-MARKETING:

Digital marketing is represented in the following:

- 1- Marketing through the Internet or the website.
- 2- Email marketing.
- 3- Marketing through TV.
- 4- Marketing by phone.
- 5- Marketing by radio.
- 6- Marketing through text messages.

NON-ELECTRONIC MARKETING:

Non-electronic marketing is represented in the following:

- 1- Marketing through newspapers and advertising magazines.
- 2- Poster, brochure, and catalog.
- 3- Marketing by regular mail.
- 4- Marketing through billboards and posters.
- 5- Marketing by participating in community events and festivals.
- 6- Marketing by evaluating the service or product by means of questionnaires.
- 7- Gifts, discounts, and vouchers.

CHAPTER 2

ESSENTIAL ELEMENTS OF MARKETING MANAGEMENT IN SMALL BUSINESS

The basic elements of marketing management in small business

For the marketing process to be distinctive and to achieve the desired success, many elements must be present in it, the most important of which are the following:

- **The product:** The product is the most important and prominent element in the marketing process because other marketing elements are based on it to carry out activities that lead to the prosperity of the product, so the product must be distinguished by its wonderful specifications, and able to compete with other similar products.
- **Price:** The price of the product is one of the most important and prominent elements of marketing, as the price of the product must be chosen in a thoughtful way, so that it is profitable for the company, and is less expensive than similar items in the market.
- **Distribution:** Distribution is one of the most important and prominent elements of marketing, as the product must be distributed in the markets in a distinct way to ensure that it reaches the largest possible number of customers, as a large number of sales points must be opened in areas where the product is very popular. In order for the consumer to be able to obtain it very quickly.
- **Promotion:** Promotion is one of the most important elements of marketing, so if the product is being promoted well, this means that the marketer has succeeded in his mission to spread the product among people, and in order for the product to be promoted well, the product must rely on various advertising and advertising means, which make people see On this product close up.

There are also many basic elements that must be met in managing marketing operations in small projects, and among the most important of these elements that must be achieved are the following:

The regulatory framework:

1. Predicting the market, and the size of demand from the market.
2. Develop a strategic plan for the small project.
3. Setting goals, and project priorities.
4. Establishing financial programs (budget), and standards for the project.
5. Providing the necessary resources (workers, equipment, tools), and coordinating among them.

6. Good leadership of employees, in order to achieve the objectives of the project.

Information System:

1. Market information.
2. Information about the art of project management.
3. Information about dealers.
4. Information on suppliers.
5. Information on prices.
6. Information about competitors.
7. Information about funding bodies, and financing opportunities.
8. Information on the bodies that support youth projects.

Market study:

Small enterprises usually fail to market their products due to one or more of the following factors:

1. Failure to properly study the market (feasibility study).
2. High production costs, due to higher prices.
3. Low quality.
4. The display size is larger than the request size.
5. Failure to study the target segment of the project.
6. Lack of managerial and practical experiences.
7. Lack of knowledge of the requirements, needs, and desires of consumers or dealers.

MARKETING REPRESENTATIVE ERRORS

There are many mistakes that marketing representatives make, and they result in many problems that will cast a shadow over the project and its future. The following are the most prominent of these mistakes:

- 1- Lack of attention to grooming and elegance.
- 2- He does not prepare well for meeting the client
- 3- Lack of knowledge of the product (the commodity) and its advantages and benefits.
- 4- Urging too much to buy the product (commodity).
- 5- He gives promises to the customer that he cannot fulfill.
- 6- wasting dealers' time.
- 7- Lack of tact in speaking.
- 8- Lack of commitment to deadlines.
- 9- Does not have information about competitors of his product and about the customer himself.
- 10- Failure to match the product or service with forms
- 11- He does not analyze what happened during the visit and his mistakes when meeting the client.
- 12- He does not speak to the decision-maker in the institution or company.

GENERAL MARKETING IDEAS AND ADVICE

The following are the most important ideas and general tips that help build and develop marketing operations, especially in small projects:

1. Your job duty requires you to work to satisfy the needs and desires of the customers, and to work as much as possible to satisfy them.
2. Remember that you are the owner of a small business, so do not waste your money on advertising, promotion, and follow the policy of large companies in advertising.
3. Dealers are the main lifeline in your business. Always remember that without dealers, you will not have a job.
4. Evaluate the business from time to time in terms of sales, production, customer satisfaction, profits, and competitors.
5. Do not forget that the costs of attracting a new customer every day are on the rise.

6. Remember that maintaining a customer is better than winning a one-time customer.
7. Adopt a new strategy that distinguishes you from your competitors.
8. Always try to have your product distinguished from your competitors, either in terms of quality or price.
9. Find out the secret of others' success, and the experiences they have had.
10. I always look for what is new to increase the number of dealers.
11. I am always looking for new areas to promote your product (bazaars, festivals, exhibitions).
12. Seek help from experienced people, and learn from their mistakes.
13. He specialized in one area, and ended at the beginning of your career in the world of trade.
14. Train employees and delegates on good handling of customers.
15. I rely on the employees' motivation policy (financial, moral, moral, etc.).
16. Focus on electronic marketing (website, e-mail), as it is considered the most popular means of publishing, and the least expensive of them.
17. I always communicate with the press.
18. Work on presenting and designing special offers for distinguished clients.
19. Work permanently and continuously on development and change, especially in times of recession.
20. Modern marketing methods that are based on creativity and innovation should be pursued and used.

SMALL BUSINESS MARKETING SUCCESS METHODS

There are many ways and methods through which small business owners can achieve success in their marketing operations, and thus have a high ability to continue and develop. Among the most important of these methods and methods are the following:

1) Defining the consumer audience: This point is very important, and every project owner must be well aware of it, and determine who is the audience he wants to reach, in order to achieve his goal as soon as possible, and here the project owner should not be concerned with misconceptions that talk about the necessity Reaching the largest number of people, in order to sell and spread more, but it is true that you must know your audience, your customers, and want to buy your product, and try to reach them directly to save a lot of time and effort.

2) Definition of the marketing message: The marketing message means those words that you will direct to the public, and ask them to buy your product, so that you convince them of it and its quality, and here the project owner must realize well that his project is unknown, and that he needs a great effort in order to communicate

information Serious, and in an attractive brief, it has implications for the quality, service advantages, negatives of not owning it, and other keywords that express your product. Of course, these are all goals that some may see as not distinct in the course of the project, but they are actually the ones that make the difference significantly. And determined on the basis of many steps, and subsequent decisions.

3) Tips for preparing for new projects: This point is very important, because the willingness of the project owner to start, and penetration into it may agree or differ with the expectations of customers, their requirements, and the extent of their needs, and the project owner must know well that as a beginner, he has a small business that owns many Advantages that major companies may not have. For example, we find small projects easy to promote, and easier to achieve customer confidence in them. As it is already present among the general public naturally on the ground, and does not need to bother with publicity and advertising, unlike the huge companies that may not be linked to the citizen except an advertisement, or a distribution representative that the customer does not know or trust well, as the owner of the project knows, and puts Confidence in him, as a person who senses all his requirements and needs, knows what pleases him, agrees with his customs and traditions, as well as what alienates him, and differs with his interests.

4) The objectives of the small business owner: The owner of the project must know at the beginning, and the question here is why he wants specifically, and what his goal is for this small project, and on the basis of that he begins to develop a strategy, method, and how to work, so that he does not waste his time, money, and effort in vain.

It may be that the project owner has resorted to him because he wants to start his own project, away from the monopolies of the managers, or his goal in that is to achieve a lot of material profit that he did not find in his old work, or there is someone who just wants to start an additional project, to support him Materially in addition to his primary business.

5) Advice to reach the consumer audience: In order for the project owner to reach the public, with the marketing message that you created in advance, he must determine the means of sending it in an optimal manner that ensures that it is received with interest from these customers. It is preferable to deal directly, which requires interviews, individual meetings, or association to convince them, as well as there are clients who would like to deal in a sophisticated technical way, via e-mail, for example.

Also, attention should be paid to the use of modern publishing methods that ensure the product is widely spread in search engines, reaching the largest possible extent, and also to ensure access to the most appropriate audience on social media sites.

6) Tips for preserving the consumer audience: After ensuring the success of marketing the project, and reaching the general public, the most important step is for it to preserve this audience, and to ensure that it does not lose it again, and that it gets hungry. He has a steadfast customer who seeks his product, and is looking for him himself, not looking for him, as in the first time.

CHAPTER 3

MARKETING COMMUNICATIONS

EFFECTIVENESS OF MARKETING COMMUNICATIONS

The general organization management and the private marketing department can evaluate and measure the effectiveness of the integrated marketing communications achieved in the small project, by referring to the following aspects or areas:

1- Verification of the financial budget allocated for the small project, by the organization to marketing communications, and what has actually been spent on this activity, and that spending is calculated, accurately on specific paragraphs, which are the following:

A- The communication tools used and the means of promotion adopted in this regard.

B- Products that were the focus of communication and promotion.

C- The amount of expenditure realized on the product, and in the various stages of its life, and the percentage of that in relation to the rest of the other products, or to the total spent in a previous stage.

D- What financial allocations can be determined in advance, to develop the approved marketing communication means.

2- Determine the meeting points where the organization is with others, and on the basis of the product it deals with to formulate the message to be delivered, and in the appropriate form, and emphasize the questions related to (when, where, and how) he wants, or the consumer wants to do so.

3- Building and developing a database for managing, and understanding the relationship between the organization and its customers, namely consumers, workers, investors, buyers ... etc., and that this is done in all the steps of the plan approved in marketing communications.

4- Adopting appropriate quantitative methods, to measure the level of effectiveness of the marketing communication system in influencing consumer buying behavior, and the return on investment (ROI) indicator can be adopted as an important basis in measuring the results of the effort achieved in communication as measured by the investment costs in the field of marketing communications.

5- The necessity of adopting quantitative and qualitative measures to evaluate all methods adopted in marketing communications and various promotional activities.

6- Finding a kind of integration in the marketing communication plans adopted in the current market in which the organization operates, and what it is likely to enter in the future to other markets.

7- Analyzing general trends in the environment surrounding the organization, to acknowledge the strengths and weaknesses of all the approved functions in the marketing communication system, and to use all available promotional mixes to reach the achievement of the planned marketing goals.

8- Measuring the extent of complementarity between the marketing communication activities and the various administrative activities inside or outside the organization, and the level of their contribution to achieving the overall strategy of the organization.

SALES PROMOTION

SALES PROMOTION CONCEPT

Sales promotion is an active element of the promotional mix, which appears on a large scale, and effective in the environment in which its commercial operations are comprehensive, and effective at a time when organizations are competing to achieve the highest rates of sales, reach the consumer, or the beneficiary with the best conditions of satisfaction, and acceptance before Strong competition and a steady flow of goods and services to the market.

As for sales promotion in the small project, this activity aims to increase sales by motivating consumers and providing them with various incentives.

We mean by sales promotion is a set of incentive tools, in a short period of time, designed to stimulate faster, greater purchase of products or services designated by merchants or consumers.

Also, the nature and use of the concept of sales promotion, can be understood through sales activation, being an activity, or materials used, as a direct incentive (adding value, or motivating the commodity) to the consumer, salesmen, or middlemen in the distribution channel, and these forms can be realized. Through coupons, offers for devices, equipment offered for sale, return of money, or incentive bonuses, gifts, and various other forms, and a variety, because advertising, publishing, and personal selling are all designed and planned to convey the message about the products, except that sales promotion It is often used for instant sales in a small business.

The sales promotion in the small project can also be achieved by several advantages, including the following:

1. In the small enterprise, organizations can attract customers quickly, sometimes encouraging product appetite, and giving, store loyalty.
2. Sales promotion can increase cooperation between members of the marketing channel, as is clearly seen in that retail stores exhibit higher cooperation with the industrial who tends to use coupons in his products.

Despite all this, the sales promotion is not without its flaws and criticisms, including:

1. Consumers tend to deal with various forms of sales activation, such as using coupons, contests, and commercial stamps from their interest in the products themselves, so that does not generate a state of strong loyalty to products.
2. Exaggeration in promotion may indicate weak products and their ineffectiveness for consumers, such as the consumer obtaining two units of a certain commodity, at one unit price.

ADVANTAGES OF PERSONAL SELLING IN A SMALL PROJECT

ADVANTAGES OF PERSONAL SELLING IN THE SMALL BUSINESS

There are many characteristics and features that characterize personal selling in small projects, the following are the most important:

1. Direct, personal contact between the seller and the dealers.
2. Promote trust and strengthen relationships between seller and dealers.
3. Knowing all the needs and desires of the dealers.
4. Knowing the reaction of the dealers, and responding to all their inquiries directly and convincingly.
5. Convincing the dealers to buy the commodity, in proportion to the satisfaction of the dealers.
6. See useful information about the market, and customers.
7. Providing dealers with sufficient information about the product (the commodity).

Also, it is possible to get a lot of the information you need about your competitors on the small business

this information is represented in the reputation they enjoy, the advantages they provide to the dealers, the weaknesses, the competitors' strength, their prices, the methods used in providing the product, the methods used in the land of the dealers, the methods used in marketing promotion, the distribution outlets, or the marketing of competitors. They can also turn their weaknesses into your strengths.

SALES PROMOTION METHODS IN THE SMALL BUSINESS

Hardly any small or large enterprise is devoid of a program that specializes in promoting the products and services of the small enterprise. There are many methods of programs used locally and internationally to promote small project sales and services, and the most important of them are as follows:

- 1) Souvenirs: where the store distributes free gifts to everyone who buys his goods, and these gifts bear the name of the store, for example, or distribute cups, pens, bags, notebooks ... etc.
- 2) Coupons: These vouchers are often distributed to homes and crowded places, and if it is presented during the purchase, and for a specific commodity, then a certain amount (indicated in the coupon) is deducted from the price of the commodity, such as if this coupon bears a deduction of one dinar, when buying A box costs ten dinars, which means paying only nine dinars.

- 3) Free tasting: Some stores, especially with new goods, carry out a free tasting campaign, and sometimes this method is used with goods whose taste the consumer does not know.
- 4) Samples: It is a unit of produced goods distributed to the public free of charge, for the purpose of introducing the commodity, such as distributing samples of medicine free of charge to drugstores.
- 5) Special advertisements: They are included in the concept of special gifts, which organizations give free of charge to their customers, or to the contributors to their creation and formation, and which bear the name and mission of the organization, as noted in the annual calendar, films, handbags ... and others.
- 6) Refund: This method is used for new products, through which the manufacturer sends a certain amount of money to the consumer, when it is proved that he has actually purchased a certain amount of a single product, for example, for the consumer to send six packages of a specific commodity, or parts. Some of them indicate that he has bought the six parts, and the industrialist sends an amount to the consumer.
- 7) Explanatory brochures: Sometimes publications explaining the importance of the good or service to the consumer are distributed, taking into account in these publications accuracy, clarity, and attractive shape.
- 8) Commercial offers: Some institutions use to display a video film that shows the commodity, how it is used, and the benefits and advantages that are achieved to the consumer.
- 9) Display windows: Display windows are used as one of the promotional means. Through a good arrangement of display windows, consumers are attracted to the store.
- 10) Trade fairs: Trade fairs are held in well-known regions within countries, and a large number of merchants participate in these exhibitions, and each trader is assigned a specific area in which he displays his products for a specific fee, and many consumers frequent these exhibitions, because goods are sold for less than their counterparts in Shops outside the show.

SALES PROMOTION METHODS

There are many ways and means of promoting the products and services offered by small businesses. Among the most common means and methods used and traded among the owners of small enterprises are the following: advertising, personal selling, publicity, and public relations. The means and methods of sales promotion: are a variety of marketing communications through the media, and through the means and methods of media that work for a predetermined time. This is to increase the demand for consumer goods, stimulate market demand, or improve the available product, examples of which are:

- Discounts (Marketing).
- Organizing competitions.
- View your points of purchase.
- Freedom of travel, such as free trips.

ADVERTISING

DEFINITION OF ADVERTISING

We find that many agencies and specialists have provided multiple definitions to clarify the concept of advertising, as advertisements are considered a major part of the commercial process, but rather have become one of the economic levers in all countries of the world. The advertisement constitutes a message aimed at promoting a good, service, or idea. It is one of the aspects that people live with daily and in different ways.

The declaration is defined in language: to announce, announce and its source in public and an advertisement in the sense of manifesting, publicizing and declaring something.

Advertisement is defined idiomatically: that it is a paid means to create a state of psychological satisfaction and acceptance in the masses for the purpose of helping to sell a good or service or with the public's consent to accept an idea or direct a party in itself.

It also includes: the advertisement is a selling message, widespread, cost-driven by the advertiser, directed towards the public, with the aim of influencing his behavior, to persuade him to buy a commodity, or service, or accept an idea.

It is also defined as: one of the media activities that are indispensable for economic activities such as industry, commerce and other economic activities, as well as for non-profit charitable institutions and organizations, which without announcing their efforts will not obtain the societal support and financial funding necessary for their continued work and performance of their mission.

Advertisement was recently defined, the American Marketing Association, as: the various aspects of activity that lead to the publication or broadcast of advertising messages, whether visual or audio, to the public with the purpose of urging them to buy goods or services, or in order to attract them to a kind acceptance of ideas, people, or facilities advertised. Or "it is an impersonal means of presenting ideas and promoting about goods by an information party for a fee."

Advertising jobs can be defined in general by two main functions:

- 1- Urging potential consumers to purchase goods or services.
- 2 - Preparing these consumers to accept goods, services, ideas, people, or facilities.

THE PURPOSE OF ADVERTISING IN THE SMALL PROJECT

THE PURPOSE OF ADVERTISING IN THE SMALL BUSINESS

The purpose of the advertisement in the Al-Saghir project is informing and introducing potential buyers to products and services and persuading them to work, and to act according to the knowledge they have acquired,

and the information they received. This behavior may lie in inquiring about more information, or calling for an interview, or coming to Your shop, or mail order.

Where the expected output of this business on the customer side is, of course, the sale. Advertising is unique in the ability to deliver the message in a reliable, fast, and effective manner, and advertising is often the opposite of other marketing communication tactics, such as public relations. It allows you to control the message, its position, and the number of times it appears, in other words the ball is in your court.

Also, the advertising method enables you to deliver the advertising message about your product or service that is provided by you with high intelligence and professionalism. Another common method used to deliver messages about your products and services is word of mouth or public relations activities. Therefore, advertising at this stage can achieve the following:

1. Establishing and ensuring awareness and a positive image of your company, your small and medium business, or your products or services that it provides.
2. Create a need for products or services.
3. Opening new horizons for selling.
4. Promotion of small and medium enterprises.
5. Convince customers that your products or services are the best.

Among the unexpected results of the announcement, it attracted new sales representatives or retailers, and raised the morale of employees.

ADVERTISING USAGE GOALS

Advertisements have many goals and objectives that serve the stakeholders by delivering their products and services to different customer segments. The following are the most important goals that the ads achieve:

- Introducing the organizations and their products.
- Stimulate demand in the small project.
- Remind consumers.
- Address competitors' ads.
- Enhance sales power.
- Reducing sales volatility.

The following are some of the questions that you may need to think about and answer, and take them into account when determining the goal of the advertising strategy for your existing company, and these questions are good for the beginning of motivating you to think and innovate. The following are the most important of these questions:

- What target market do you want to reach?
- How much sales can you expect in a small business?
- When is the right time to advertise in the small business?
- What image do you want to transfer in the applet?
- What product or service would you like to focus on in the small business?
- How much can you spend on the small project?

CHAPTER 4

MARKETING INFORMATION SYSTEM

The marketing information system was created, because managers and project owners do not have sufficient and appropriate information to be based on in making decisions, so the need for comprehensive and renewable information on the internal and external surroundings, and the variables that govern them in small projects, became urgent.

Also, the process of collecting information must be continuous, according to a specific system, which has been rectified by some institutions, which have begun to seek to establish a marketing information system, as it provides them with the necessary information in the small project, to make effective marketing decisions.

Attention and focus on the marketing information system increases for many reasons, the most important of which are: the transfer of institutions from local markets to foreign markets, the shift from satisfying the needs of the consumer to satisfying his desires, and the shift from price competition to non-price competition.

MARKETING INFORMATION SYSTEM CONCEPT

It was defined by Al-Suwaidan and others: as the complex and integrated structure of human frameworks, devices, and procedures that are designed to collect data from internal sources, and external sources for the small project, with the purpose of generating information, that helps the marketing management in making sound decisions.

Kotler also defines it as: a group of joint efforts among all employees of the organization to collect, analyze, classify, and disseminate information related to decision-making for planning, implementation, marketing control and improvement.

ADVANTAGES OF MARKETING INFORMATION SYSTEM IN SMALL BUSINESS

The advantages of the marketing information system in the small business

There are many advantages and benefits offered by the marketing information system for small projects, as they are as follows:

- Speed, and accuracy in producing detailed information in a small project.
- Provide every level and position of the Marketing Department with the information needed to make decisions.
- Reducing the time used by the manager in planning the small project.
- Transcend any confusion that might affect the workflow of the small project.
- The possibility of modifying information easily and without effort.

- Continuous coordination in making marketing plans.
- A comprehensive and general view of the organization's business.
- Systematic collection of data while preserving important data.
- The measurable results of a small project.

SOURCES OF MARKETING INFORMATION IN THE SMALL BUSINESS

Sources of marketing information in the small business

There are two main sources of marketing information for small businesses, and they are:

INTERNAL SOURCES:

This source is often based on small business income groups, which are invoices, sales for each product (per region, and each customer, to be compared to previous years), summary of profits and losses, stock figures for goods, and an examination of costs before developing pricing strategies.

As all this information emerges from the organization's accounting information system, so the marketing man must be familiar with accounting, making it easier for him to understand the data and the results in order to process them, so that they are ready for the decision maker.

EXTERNAL SOURCES:

This source is often built on a set of ocean data and information The external small project, depending on salesmen, suppliers, customers, and specialized agencies. Salesmen are considered ambassadors for the organization who work in its external environment, they constantly meet with consumers and intermediaries, but these people, their task is only limited to selling, and not on gathering marketing information, as they will not include in their periodic reports anything about the required marketing information. The institution must carry out the information gathering process. First, it must define the salesman's mission again, determine his location in the markets and sales areas, and review the lines of communication between them and the management.

There are other external sources of marketing information in the small project, which are area managers, branches, brokers, and distributors, as the institution can appoint some men who specialize in gathering information, and it may also focus on conducting some interviews with consumers, and it may also resort to specialized agencies in research Marketing, and to rely on publications in order to aggregate information.

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