

THE MARKETING CONCEPT

Name _____ Score _____/16 points

Assume you are the marketing consultant for Café Rose and you've been hired to analyze the situation.

1. How well does Café Rose follow the three elements of the marketing concept? Provide examples. (6 points)

a. Customer Satisfaction:

b. Total company approach:

c. Profit:

2. Café Rose's product is both a good and service. For the five forms of utility listed below, show how Café Rose does (or does not) add value to its product? (10 points)

a. Form utility:

b. Place utility:

c. Time utility:

d. Information utility:

e. Possession utility:

