

**Business Marketing Principles – Introduction**  
**By: Mark Goodwin**

**Business Marketing** is a process that involves identifying the **customer requirements** and developing solutions.

**What is Business Marketing? August 2018/2019**

1. **Organisations exist to deliver a set of services.**  
Businesses provide services to other organisations, governments & public.
2. **Organisations offer services to customers through intermediaries.**  
There are many different intermediaries for dealing with the sale.
3. **There is a growing gap between what customers want and what is available.**  
Organisations need to provide a set of services to customers in the future, including how and what is being sold. The gap is growing. Organisations need to provide a set of services to customers in the future, including how and what is being sold.
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# Fahrenheit 45reading Guide Answers

**S Ben Porath**



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