

# The Busy Manager's Guide to Marketing



Bill Donaldson

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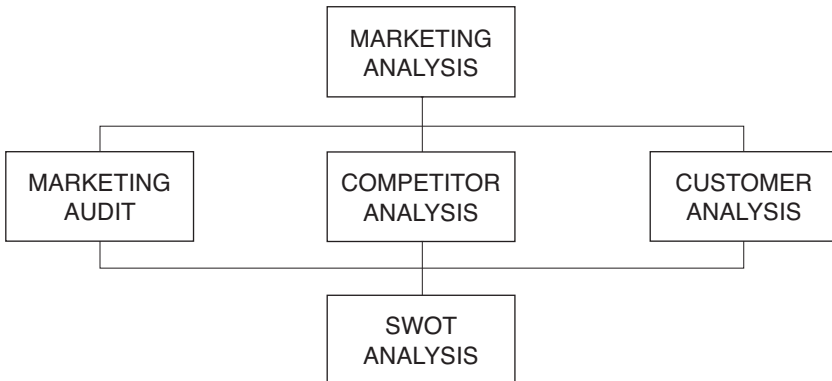
# 3 MARKETING ANALYSIS

**I had six faithful serving men, they taught me all I knew,  
their names were,**

**Where and What and When and How and Why and Who**  
**Rudyard Kipling**

No matter what the nature of a business, it will not flourish, or even survive, if it operates in a vacuum of knowledge concerning its business interests. Information is the oxygen of the marketing process. The collection and analysis of information lies at the root of successful marketing in support of future action and future plans. It consists of four elements: marketing analysis; customer analysis; competitor analysis; and an analysis of strengths and weaknesses of the business in the context of external threats and opportunities (SWOT analysis). It takes stock of the situation and examines the marketing factors which lie at the heart of business development, as demonstrated in Figure 3.1.

**Figure 3.1 The collection and analysis of information**



**Chapter extract**

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