

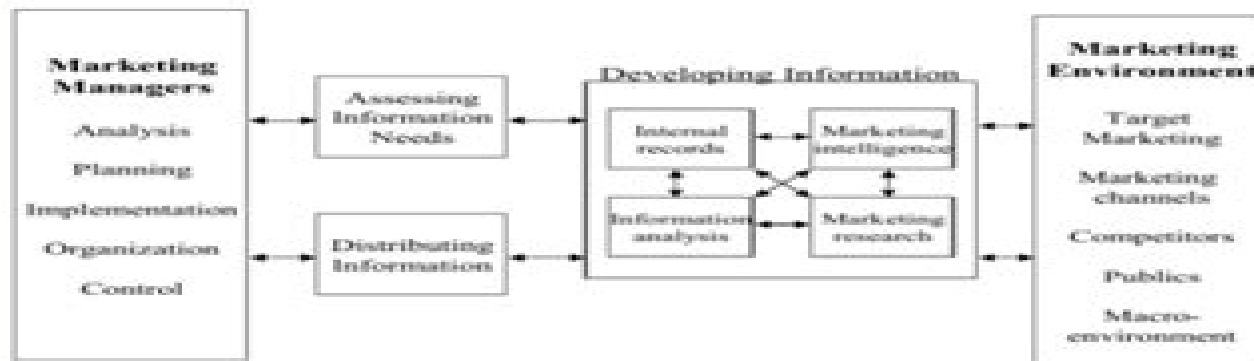
Marketing Research Notes

Need to Know the Customers

The researcher has to study various demographic and psychographic factors of customers to understand him or her in a better way.

Marketing Information System

A MIS consists of people, equipment and procedures to gather, sort, analyze, evaluate and distribute needed, timely and accurate information to marketing decision makers.



Internal Records: it consists of information gathered from sources within the company to evaluate marketing performance and detect marketing problems and opportunities (i.e., financial statements, orders, cash flows, inventories). The problem with such information is that it may be incomplete or in the wrong form. The benefit is that it is cheaper.

Marketing Research Notes

Emilie Sanchez

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

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