

ACTIVITY

The Six “O”s of Marketing

To summarize your thoughts on marketing of your business idea thus far, consider the following “O” questions:

ORIGINS of purchase: Who buys it?

OBJECT of purchase: What do they need?

OCCASIONS of purchase: When do they buy it?

OUTLETS of purchase: Where do they buy it?

OBJECTIVES of purchase: Why do they buy it?

OPERATIONS of purchase: How do they buy it?