

Activity: Read the short descriptions of the companies below. Each company applies a different marketing concept. Match each company with the correct marketing concept

Then explain why you chose your answer.

Company Descriptions

A. *FreshPure Water* always focuses on producing clean and safe bottled water. The company believes that if it produces high-quality products, customers will automatically buy them.

B. *TechLink Electronics* always starts by studying what customers really want, then designs products that meet their needs better than competitors.

C. *GreenWorld Recycling* aims to protect the environment while making profit. They use eco-friendly packaging and promote recycling in their campaigns.

D. *BuyFast Supermarket* spends a lot of money on advertising and promotions to increase sales of its products, even if customers didn't plan to buy them.

E. *HappyBank* creates programs to support local communities, such as student scholarships and free financial education sessions.

F. *SaveMore Factory* focuses on producing goods quickly and cheaply, believing that customers prefer affordable products over expensive ones.

Marketing concepts:

1. Product concept
2. Production concept
3. Marketing concept
4. Selling concept
5. Societal concept