Index

3Cs (costs, competition, and consumers) 111
4As (acceptability, affordability, accessibility, and awareness) 3, 15, 16
4Cs (consumer needs, consumer cost, convenience, and communication) 2, 14, 15–16
4Os (objects, objectives, organization, and operations) 3, 15, 16
4Ps (product, price, place (distribution), and promotion) 2, 14, 15
4Vs (validity, value, venue, and vogue) 2, 15, 16

accessibility criterion 67
adoption process 53–4
advertising 136–8
  advocacy 138
  competitive and comparative 138
  institutional 137
  objectives of 137
  pioneering 137
  product 137
advocacy advertising 138
affordable method 154–5
agents 119
Ambush marketing 144–5
American Marketing Association 3, 10
anticipated conditions 51
Apple Inc. 1–2
Armstrong, G. 3
aspirational group 48–9
augmented product level 81
Avon products 114–15
awareness, heightened state of 50

B2B (business-to-business) marketing 57–9
  buyer organizational structure 58–9
  channels of distribution 57–8
  industrial sale 59
  personal selling 58
  pricing 58
B2B e-commerce 126
B2C (business-to-consumer) marketing 45–9
  culture 46–7
  reference group 48–9
  self-concept 45–6
  social class 47–8
  subcultures 47
B2C e-commerce 126
B2E e-commerce 126–7
B2G (business-to-government) marketing 55–7
  government as customer 56
  government marketing 56–7
B2G e-commerce 127
bag mentality 9
behavioral costs 96
benefits 94
Berry, Leonard L. 148
Bettencourt, Liliane 79–80
Big D Custom Screen Printing 61–2
The Blair Witch Project 146
Blank, Arthur 26–8
border tax adjustment 164
brand 91–3
  awareness 91
  equity 91
  identity 91
  loyalty 91
  loyalty segmentation 70
  quality 91
Branson, Richard 177–8
break-even point (BEP) method 106–7
bundle pricing strategy 110
bureaucracy 59
Bureau of Transportation Statistics 122
Entrepreneurial marketing

business environment 3
business orientation 10
business plan aspects 179
marketing plan versus 180
buying process, stages 49–52
evaluation 51
information search 50
need arousal 49–50
post-purchase behavior 51–2
purchase decision 51
Buzz marketing 145–8
C2B e-commerce 126
C2C e-commerce 126
Cantillon, Richard 6
capital requirements 128
captive pricing strategy 110
Carnegie, Andrew 7, 8
case studies
Big D Custom Screen Printing
marketing dilemma 61–2
Computers For The Blind 97–8
consumer insight 42
funrent.com–success or failure 77
Gentli Shoes 131
Himalayan Java Coffee Shop 191–3
Jamie Lloyd and West End Ticket
Prices 111–12
new business 175
Shoney’s 156–7
Versare Inc. 17–23
catalog 60
category retailers 119
cents-off coupons 141, 190
Charleston Summit 10
cognitive dissonance 51
Collins, Shelly 101–2
commercial sources 50
commodity sampling 67
communication 15, 171–4
company mission 183
company’s behavior, customizing
152–3
company’s consumers
differentiating 152
identifying 152
interacting with 152
compensation 128
competition 5, 104
competition-based method 155
competition-based pricing 107
competitive forces 28–9
competitive forces, regulatory factors,
economic factors, social trends,
and technology (CREST) forces
28–30, 41
competitor marketing strategies 73
Computers For The Blind 97–8
conditions of sale 121
conjoint analysis 108
consumer-based pricing 107–8
consumer loyalty 150
potential effects of 150
consumers 104
games 141
insight 42
needs 14
products 82
continuous innovation 12
cost advantages 128
cost-based pricing 104–7
break-even point method 106–7
markup method 105–6
“cost of goods sold” (COGS) 104
costs 96, 103
coupon certificates 141
cultural iceberg 167
cultural/social environment 30
culture 46–7
customer intensity 12
data analysis 40
data collection 37–40
data-gathering questioning technique
35
“deal” mentality 10
DeJoria, John Paul (story of rags to
riches) 44–5
demands 4, 29
demographic segmentation 70
department stores 118
description, transaction 67
Deshpande, R. 151
desire 4

Robert D. Hisrich and Veland Ramadani - 9781788111324
Downloaded from Elgar Online at 04/26/2022 06:56:48AM
via free access
“Deutscher Nachhaltigkeitspreis”
(German Sustainability Award) 151

devlopment process 40
differential pricing strategy 109
diffusion process 52–3
communication of innovation 53
innovation 52
newness 52, 53
social system 53
time 53
digital technology 143–4
direct marketing 142
disseminate group 49
distribution channel
conditions and responsibilities, defining 121
conflicts 121–2
essentials 116–17
intensity, defining 120–21
distribution channel structure 118–21
distribution channel intensity, defining 120–21
intermediary type selection 118–20
distribution, defined 130
distribution option, franchising 127–30
Dorf, B. 152
dynamic pricing strategy 110
e-commerce 124–7
B2B 126
B2C 126
B2E 126–7
B2B 126
C2B 126
C2C 126
G2B 127
M-commerce 127
types of 126–7
economic factors 29–30
economic value to consumer 108
economy growth rate 30
Edison, Thomas 7
eMarketer 125, 127
embargo 163
entrepreneurial distribution policy 114–32
distribution channel conflicts 121–2
distribution channel essentials 116–17
distribution channel structure 118–21
distribution option, franchising 127–30
online selling and e-commerce 124–7
physical distribution 122–4
entrepreneurial heffalump 6
entrepreneurial market identification 44–63
adoption process 53–4
B2B marketing 57–9
B2C marketing 45–9
B2G marketing 55–7
buying process, stages 49–52
diffusion process 52–3
industrial advertising 60
industrial promotion 60–61
key decision-maker 59
product life cycle 55
entrepreneurial market segmentation
consumer market 65–8
government market 65–8
industrial market 65–8
industry and competitive analysis 72–6
techniques 68–72
entrepreneurial marketer 46
entrepreneurial marketing plan 177–93
aspects of 180–81
versus business plan 180
characteristics of 181–3
information needed for 182
outline for 181
entrepreneurial pricing policy 101–12
fundamental aspects of 102–4
general pricing strategies 108–10
methods and factors 104–8
entrepreneurial product/service policy 79–99
branding 91–3
labeling 94
new products/services 89–91
packaging 93–4
product definition 80–85
product mix 91
product planning and development process 85–9
purchasing products/services, benefits and costs 94–6
entrepreneurial promotion policy 134–57
entrepreneurs 5, 7–9, 14, 80, 87, 102, 107, 108
entrepreneurship aspects of 9
definitions 5–9
importance of 9–10
environment 5
environmental turbulence 10
Essais sur la Nature du Commerce en Général 6
evaluation stage, buying process 51
evaluative group 49
events marketing 142–3
exchange process 4
exclusive distribution strategy 121
expansion risk 128
expected product level 81
experiential benefits 95–6
experimentation 35, 108
export and import 166
export market 163
export purchasing firm 164
external marketing 85
feeling of gratitude 151
finance problems 9
financial environment 170
financial resources 183
fixed costs 103–4
fixed-sum-per-unit method 155
flat forecast 184–5
focus group 39
Ford Edsel 46
forecasting sales 183–9
analogous firm analysis 188
available data nature 187
econometric methodology 188
extrapolation 188
flat forecast 184–5
judgment 188
linear trends 185–6
models and methodologies 187–8
multiple regression 188
multivariate analysis 188
projecting expenses 188–9
statistical methodologies 188
time horizon 187
trended forecasts 185
untrended forecast 185
foreign purchaser 164
franchisee 128
franchiser 128
free samples 141
Frontiers of Entrepreneurship Research 10
full-service wholesalers 118
functional benefits 95
funrent.com—success or failure 77
future shock 46
G2B e-commerce 127
general pricing strategies 108–10
generation gap 46
generic product level 81
genetically modified organism (GMO) 94
Gentli Shoes 131
geographic segmentation 68–9
gifts 141
global cultures 168
gratitude 151
Guerrilla marketing 148
examples 149
Harriman, Edward 8
Hills, Gerald 10
Hisrich, R.D. 3, 10
Home Depot 26–8
horizontal conflict 122
host countries 163
Hughes, J.R. 3
hypermarchets 119
industrial advertising 60
industrial products 83
industrial promotion 60–61
industry and competitive analysis 72–6
assistance 73–4
competitive company 75
general information 74
government sources 75–6
industry and market information 75
product/service information 75
search engines 76
trade associations 76
trade publications 76
Index

information 4
active search for 50
collecting 12
search 50
innovation 8, 52
communication of 53
innovators 54
input–output method 189
inspection 66
institutional advertising 60, 137
intensive distribution strategy 120
interactive marketing 85
inter-industry competition 28–9
intermediaries 116
internal marketing 85
international competition 29
International Council for Small Business 10
international entrepreneurial marketing 161–75
communication 171–4
culture and 166–9
definition of 162
international trade aspects 164–9
market entry modes 171
marketing program 169–71
terminology 163–4
international trade aspects 164–9
Internet surveys 40
interviewing or surveying approach 34
intra-industry competition 28
inventory management 123
Kapoor, R.J. 3
key buying influencer (KBI) 59, 60
key decision-maker (KDM) 59
key element segmentation 71
Kilby, Peter 6
Kimberly-Clark 93
knowledge of market 128
Kotler, P. 3
labeling 94
laggards 54
Lauterborn, R. 14
legal environment 169
Levinson, Jay Conrad 3, 148
licenses 163
limited-service wholesalers 118
L’Oréal 79–80
macro-environment 5
mail survey 39
management contract 164
management expertise 128
management team 183
Marcus, Bernie 26–8
market 5, 66–8
characteristics 169
demand 86
entry modes 171
institutions 169
segmentation 5
market-competitive pricing strategy 109
market-penetration pricing strategy 109
market research 32–40
data analysis and results
interpretation 40
primary data 34–40
secondary data 33
market segmentation techniques 68–72
brand loyalty segmentation 70
demographic segmentation 70
geographic segmentation 68–9
just-noticeable difference segmentation 70–71
key element segmentation 71
product/service segmentation 71
psychographic segmentation 72
market-skimming pricing strategy 108
marketing
budget 189–90
campaigns 144–54
definitions 3–5
interface, importance of 9–10
marketing decision-making
CREST forces 28–30

Robert D. Hisrich and Veland Ramadani - 9781788111324
Downloaded from Elgar Online at 04/26/2022 06:56:48AM
via free access
Entrepreneurial marketing

Opportunity Assessment Plan 30–32, 42
marketing financial projection 183–9
forecasting sales 183–9
marketing mix 3, 183
elements of 14–15
markup method 105–6
master franchise 130
Mateschitz, Dietrich 134–5
McConnell, David H. 114–15
M-commerce 127
measurability criterion 67
Meenaghan, T. 145
mental energy 96
Milne, A.A. 6
modified Stage-Gate Process 41
monetary costs 96
money refunds 141
Montmartre, Galerie 101–2
Moorman, C. 151
Morgan, John Pierpont 8
Morris, H.M. 10, 12
Morrissey, B. 146
multi-channel conflict 122
multinational firm 163
multiple-unit pricing strategy 110
multi-unit franchise 130
Musk, Elon 64–5
mutual services and duties 121
National Aeronautics and Space Administration (NASA) 57
needs 4, 49–50
networking 34
new products/services 89–91
company’s viewpoint 90–91
consumer’s viewpoint 89–90
newness 52, 53
normative group 49
objective-and-task method 155
observation 34, 35
one-level channel 117
The One to One Future 152
one-to-one marketing 152–3
online selling 124–7
operating and structural controls 130

Robert D. Hisrich and Veland Ramadani - 9781788111324
Downloaded from Elgar Online at 04/26/2022 06:56:48AM
via free access
advertising 137
life cycle 55
planning 40
types 82–3
products/services 4
components and levels 81–2
segmentation 71
profitability criterion 67
promotion budget 154–6
affordable method 154–5
competition-based method 155
fixed-sum-per-unit method 155
objective-and-task method 155
percentage-of-sales method 155
promotion, defined 135
promotion mix elements 135–43
advertising 136–8
direct marketing 142
events marketing 142–3
personal selling 139–40
public relations and publicity 141–2
sales promotion 140–41
promotional pricing strategy 110
psychographic segmentation 72
psychological costs 96
psychological pricing strategy 110
public relations 141–2
publicity 142
industrial sales 61
purchase decision 51
pure e-commerce 124
quota 163
rebates 141
Red Bull 134–5
regulatory factors 29
relationship marketing 148–52
resource leverage 14
retailers 118
Ries, A. 3
risk-taking 13
Rogers, M. 152
royalty 128
sales promotion 140–41
sampling 66
satisfaction 151
Schmitt, B. 92
Schumpeter, Joseph Alois 8
secondary data 33
secondary reference groups 48
selective distribution strategy 120
self-concept 45–6
service heterogeneity 84–5
service inseparability 84
service intangibility 84
service marketing 83–5
service perishability 85
Shoney’s 156–7
shopping products 83
single-unit franchise 130
social benefits 95
social factors 51
social media 143–4
social system 53
social trends 30
socialization 46
specialty products 83
specialty stores 118
Spekman, R.E. 151
Stage-Gate Process 40–42
Stewart, Gordon Butch 161
strategic flexibility 12
strategic perspective 12
supermarkets 118
superstores 119
suppliers 183
supply 29
survey 35
tactical perspective 12
tariffs 163
technology 30
telephone interviews 39
temporal costs 96
territorial rights 121
Tesla Motors 64–5
three-level channel 117
time 53
time line 32
top company advertising budgets 137
trade shows 61
trading company 164
traditional marketing 11, 12
transportation 122
trended forecasts 185
Trout, J. 3
<table>
<thead>
<tr>
<th>Term</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>trust</td>
<td>150</td>
</tr>
<tr>
<td>turnkey project</td>
<td>163</td>
</tr>
<tr>
<td>two-level channel</td>
<td>117</td>
</tr>
<tr>
<td>umbrella pricing strategy</td>
<td>110</td>
</tr>
<tr>
<td>unique selling propositions (USPs)</td>
<td>31, 88</td>
</tr>
<tr>
<td>unsought products</td>
<td>83</td>
</tr>
<tr>
<td>untrended forecast</td>
<td>185</td>
</tr>
<tr>
<td>US franchisers</td>
<td>129</td>
</tr>
<tr>
<td>valuable brands</td>
<td>93</td>
</tr>
<tr>
<td>value-added tax</td>
<td>164</td>
</tr>
<tr>
<td>value of information</td>
<td>33</td>
</tr>
<tr>
<td>variable costs</td>
<td>104</td>
</tr>
<tr>
<td>Versare Inc.</td>
<td>17–23</td>
</tr>
<tr>
<td>vertical conflict</td>
<td>122</td>
</tr>
<tr>
<td>viral marketing</td>
<td>146, 147–8</td>
</tr>
<tr>
<td>Virgin Atlantic Airways</td>
<td>177–8</td>
</tr>
<tr>
<td>wants</td>
<td>4</td>
</tr>
<tr>
<td>warehousing</td>
<td>123</td>
</tr>
<tr>
<td>Welsh, Jerry</td>
<td>144</td>
</tr>
<tr>
<td>Whitney, Eli</td>
<td>7</td>
</tr>
<tr>
<td>wholesalers</td>
<td>118</td>
</tr>
<tr>
<td>Wolfe, Robert</td>
<td>151</td>
</tr>
<tr>
<td>wow factor</td>
<td>148</td>
</tr>
<tr>
<td>Zaltman, G.</td>
<td>151</td>
</tr>
<tr>
<td>Zeithaml, V.</td>
<td>85</td>
</tr>
<tr>
<td>zero-level channel</td>
<td>116</td>
</tr>
<tr>
<td>Zhang, S.</td>
<td>92</td>
</tr>
</tbody>
</table>