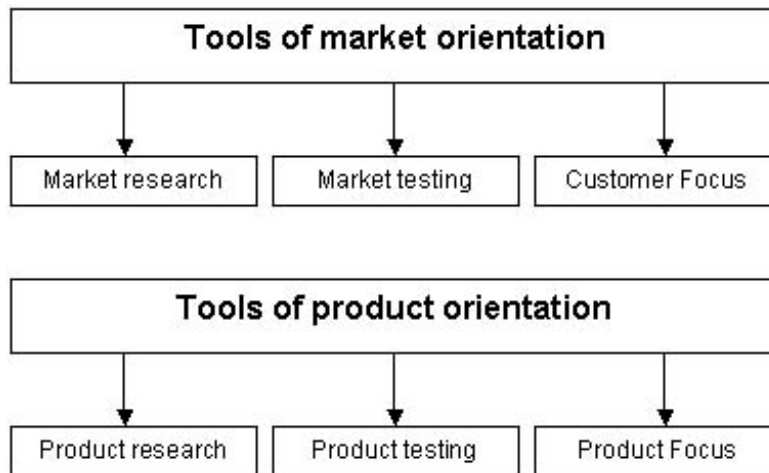


Market and product orientation

A market orientated company is one that organises its activities, products and services around the needs and requirements of its customers. In contrast, a product orientated company produces exciting and interesting products and seeks to [in these products. It is possible to be successful with either type of orientation, but it is harder to be successful with product orientation alone. It is all very well coming up with exciting and innovative products but you have to find a customer](#) for them. Hence the importance of [marketing orientation](#) - because here you make sure that you have interested and enthusiastic customers first.



In the real world, market and product orientation are closely intertwined so that companies like Gillette, Coca-Cola and Travis Perkins, will:

- * carry out [market research](#) into what [consumers want](#)
- * organise product research in line with the results of market research
- * constantly engage in qualitative market research to find out what focus groups of customers think of new ideas
- * test market new products in smaller market areas before launching them onto a wider market
- * evaluate ongoing customer perception of goods and services, in order to make improvements to technologies and product offerings.

Gillette is constantly developing its existing product range of razors. It uses panels of its own employees to test new products and to provide feedback so as to come up with good ideas for ongoing product development.

Product and market orientation should be seen as the twin blade of the scissors, rather than as completely separate approaches.