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Several factors relating to population, such as size, growth rate, age distribution, religious composition, need to be studied.

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is to develop an  
understanding of the  
underlying concepts,



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strategies and issues involved in the marketing of products and services.

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control what products  
or services may be of  
interest to clients and  
the plan to use in  
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development (Kotler  
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increasing demand,  
also changing or  
reducing demand  
such as in  
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Profitable Customer  
Relationships  
Attracting new  
customers and  
retaining and building

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definition says, "We

define marketing as

the process of

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