



Sales Autobyte.com markets new and used cars over the Internet. Using the correct sales method can increase the size of the market both nationally and internationally.



Inventory management Large format retailers, such as Future Shop, manage their inventory to avoid having more products than they can sell, yet still have enough to satisfy the needs of their customers.

Pricing A lower price, especially with coffee, is not always the best way to increase sales. Starbucks increased the size of the coffee market despite higher prices compared with more traditional coffee shops.



Product development The product development team uses information from all of the other marketing activities to make a product that meets the needs of the consumer, can be delivered effectively and on time, and is competitively priced.



Storage Warehouse space is used to bring products closer to consumers. Marketing management arranges and maintains storage facilities to house products until they are needed for consumption by the business or for sale to the consumer.