

to potential customers. Not-for-profit organizations market their cause to potential donors and their benefits to potential clients. In fact, even individuals market themselves every day. When you respond to a want ad, write a résumé, or attend a job interview, you are actively marketing your skills and abilities to people and organizations that may be interested in them.

## Goods and Services

The object of marketing is the distribution of goods and services. Goods and services are divided into two categories: industrial and consumer. Each category requires different marketing methods to reach a specific set of consumers. Industrial goods are marketed to the industrial market; consumer goods are marketed to the consumer market. As you will learn, some companies will market to both, but they will have separate marketing plans in order to do so.



Sems, like this one, are big business for companies that supply them to industry.

### Industrial Goods

Industrial goods (also called business goods) are products used in business to make other products or to assist in business operations. They can be raw materials, processed goods, or finished goods.

### Raw Materials

Mining companies, logging corporations, farms, fishing boats, and oil rigs all market raw materials. The farmer sells his or her tomatoes to a ketchup maker in Ontario. A Canadian forestry company ships logs to a pulp mill in Minnesota. A marketing representative from a Quebec copper mine negotiates the sale of copper ore to a company in Finland. Much of Canada's raw materials are exported, and international sales representatives search the world for new marketing opportunities.

Canadian businesses buy raw materials from indigenous as well as international suppliers. Some materials are not available in Canada. Oranges and lemons, for example, are difficult to grow here (nearly impossible outside of greenhouses) and must be imported from countries that export citrus fruit.

Raw materials are processed into finished goods.

