



Class Activity:	Marketing I – Topic 2									
Student Name:										26
Student Number:	D	H	M							

You are planning to start an exclusive Book and Wine Club for young, working professionals. The groups will meet once a month at a different, upmarket restaurant to discuss an interesting business related and inspiring book.

Before starting your new venture, it is very important to understand your potential members on a deeper level.

1. Differentiate between 'needs' and 'wants'. (4)
2. Briefly discuss the four (4) general types of 'human needs' and justify (12) how each of the needs mentioned may be satisfied by your Book & Wine Club.
3. Outline two (2) factors that might have an influence on whether there (2) will be a 'demand' for your service.
4. Formulate a basic 'market offering' to present to potential members. (3)
5. Explain the term 'market myopia'. (2)
6. Suggest what can be done to ensure 'customer satisfaction' for your (3) new members.

Submission date	14/07/2021
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