



**MELALUI
PEMBUNGGKUSAN**

PEMBUNGKUSAN ALAT

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A PROFESSOR EXPLAINED MARKETING TO MBA STUDENTS

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That's Direct Marketing.

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* That's Advertising*

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3. Girl walks to you & says u are rich, can u marry me?
That's Brand Recognition

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5. You say I m very rich marry me & she introduces you to her husband.
That's Demand & Supply Gap

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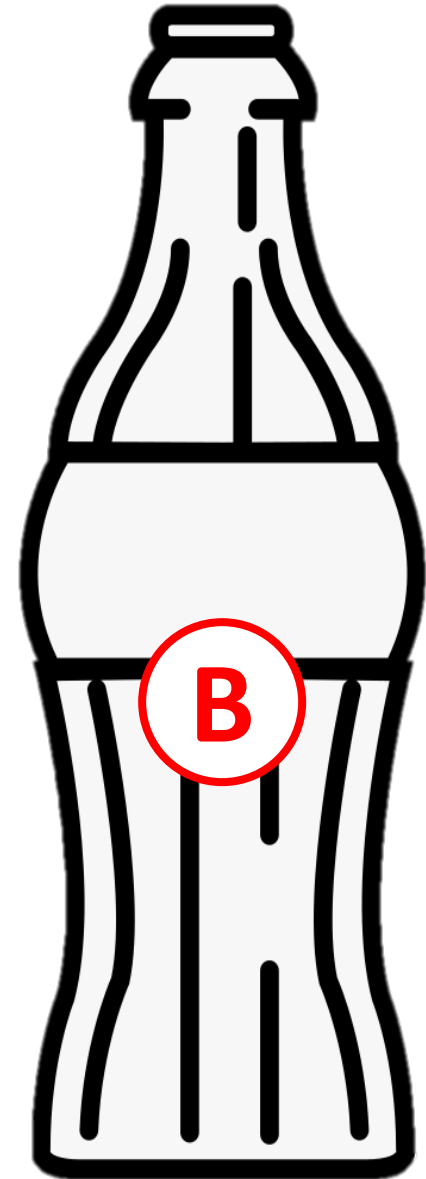
6. Before you say I m rich, marry me, your wife arrives
That's Restriction from Entering New Market...

BRANDING



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**BOTOL
PRODUK
APA INI**





**BAG
JENAMA
APA INI**



**IKEA
RM2.00**



**BALENCIAGA
RM2,000.00 +**

Terima Kasih

UNCLE KUDEN

019-2681620

uncle@kuden.com.my

www.kuden.com.my