



DURBAN CHAMBER OF COMMERCE AND INDUSTRY



# The Essentials of Marketing

Friday, 15 November

[CLICK TO BOOK](#)

## The presentation will cover:

- What is Marketing and where does it fit into your business strategy?
- What are you actually selling?
- Who are you selling to - how to identify your correct market segment, both primary and secondary.
- The various methods of getting your product into the customers' hands/home.
- What pricing strategies can we use?
- How to create and manage a customer database?
- How best to promote your product, what tools are available and how to get the best results from these?
- What should Marketing cost you and how you can manage these costs?
- Finally the outline of a Marketing plan.

Presented by:

**About the presenter:**

Brian Ness-Harvey spent 37 years in the banking industry as a Regional Marketing/Sales Manager with ABSA.

He then joined ESS, an Entrepreneur development company specialising in the establishment and growth of SMME's in KZN, as their National Marketing Manager.

He was responsible for growing the company from five people in one branch and within six years he managed to grow ESS to five branches in KZN, employing a total of 55 staff members.

When the company was sold in 2009, he left and formed Genesis Consulting where he specialises in developing small business in marketing and sales, as well as assisting with the managing of their finances.

He has been a Marketing and Business Management lecturer for 25 years primarily on the IMM and BBA programme.

Friday, 15 November

09h00 - 12h00

**R180 for members**  
**R250 for non-member**

(prices include VAT)

Chamber House  
190 Stalwart Simelane Street, Durban  
[Google Map](#)

 **CLICK TO BOOK**

Difficulty with the application form? Email, [bookings@durbanchamber.co.za](mailto:bookings@durbanchamber.co.za) or call 031 335 1017

You are receiving this email because you have an association with the Durban Chamber of Commerce. Your company is or was either a member, or subscribed to our mailing list(s) at some point. We hope you found this message to be useful. However, if you'd rather not receive future emails like this from us, it's easy to unsubscribe by following the link below. You also have the ability to review other mailing lists available, and subscribe or unsubscribe accordingly.



[Unsubscribe](#) | [Update profile](#) | [View PDF](#) | [Share](#) | [Pause subscription](#)

Email powered by  


This email was sent to [wendy@businessbook.co.za](mailto:wendy@businessbook.co.za) on 2013-11-13 by **Durban Chamber of Commerce and Industry**  
190 Stanger Street Durban 190 Stanger Street, KwaZulu-Natal,4001

**Durban Chamber of Commerce and Industry** is intended for opt in communication only. If you feel this email is unsolicited please [report it](#) to us.