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05823



Distr.
LIMITED
ID/WC.175/5
27 September 1974
ORIGINAL: ENGLISH

United Nations Industrial Development Organization

Expert Group Meeting on Marketing Management
and Strategy for the Developing World

Vienna, Austria, 2 - 7 December 1974

DEVELOPMENT OF MARKETING SUPPORTING SERVICES
IN DEVELOPING COUNTRIES ^{1/}

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DEVELOPMENT OF MARKETING SUPPORTING SERVICES
IN DEVELOPING COUNTRIES

In the challenging task of diversifying the economy and industrialising a country, participation of marketing supporting services are relatively of equal importance as the role of markets and marketing. In recent years, much effort has been made in measuring the need of introducing marketing supporting services in developing countries, especially in terms of improving efficiency in areas of inter-related services which directly or indirectly influence the marketing activity.

International trade is a dynamic process which proportionally proved possible identification for integrating marketing supporting services and improved marketing approach. Correspondingly, development in marketing techniques and their application for determining marketing strategies and planning for implementation, promoted appropriate tendency in developing such services that also projected maximum structural and organisational opportunities.

The function of marketing supporting services in developing countries began with the critical importance of expanding trade needs of developing world as to accelerate their economic development. Because of their strategic nature, marketing strategy planning, identifying criteria and implication for implementation do not depend, in fact, upon supporting services. However, a great deal of attention is devoted in national and international organisations which are involved in different kinds of promotional activities and are increasingly occupied to support effective marketing.

It is not within the scope of my lecture to present in detail an analysis of all the important elements of marketing supporting services, such as, strategic role of marketing mix and other promotional functions, which indeterminately are related to certain supporting services. While it is important to explain to the extent that what efforts in developing countries have been made in order to provide successful marketing

supporting services by governmental, semi-governmental, public and private institutions, I would like, first of all, to refer to the efforts of the governments of developing countries who have considered the necessity of accelerating the development of such services by means of establishing institution which perform supporting duties. Department of Commerce is an agency which has facilitated effective services. Similarly, public and private associations are also active in various ways.

We can say that there are the following services designed to aim at marketing and promotional actions:

1. BOARD OF TRADE:

Board of Trades have been established all most in every developing country. In many countries they are inter-related not only with the ministries of Commerce but also with the National Planning Organizations. Board of Trades identified objectives and evoked certain interests at national and international level.

2. MULTINATIONAL PRODUCT PROMOTION SCHEMES:

The establishment of Multinational Product Promotion Schemes which became important element of this century when the International Tea Market Expansion Board was set up in 1933. International Coffee Conference, which was convened in Sao Paulo in 1931, International Olive Oil Agreement, International Wool Secretariat, Institute for Cotton, are some of the major multinational organizations in which many developing countries are participating. These organizations undertook statistical and promotional activities and enhanced the marketing significance.

3. MERCHANDISING & MARKETING BOARDS:

Various Merchandising and Marketing Boards

are now active in many developing countries. They are directly or indirectly involved in marketing activities. These boards help in strengthening consumer demand and have effective promotion function.

4. MANUFACTURERS' ASSOCIATIONS:

A significant roll have been played by the associations of the manufacturers in all developing countries, especially in countries where intensive need of interindustry relationship has been remarkably considered. Through their information system, they persuaded the need of distinguished marketing systems.

5. STATISTICAL INFORMATION CENTERS:

These centers are storing and research executing bodies of government departments to collect and issue statistical informations on national and international levels. They have developed the use of the sophisticated and highly elaborate systems. In many developing countries, the computers are used for statistical purposes.

6. EXPORT PROMOTION BUREAUS:

The establishment and expansion of Export Promotion Bureaus have widened the scope of marketing supporting services. They organize policies for expanding exports in the light of current import and export policies of the country. In fact, governmental commodity schemes and marketing supporting arrangements for achieving a measure of stabilization of marketing are influenced by such promotion bureaus.

7. DEVELOPMENT BANKS:

Development Banks besides their economic, social and financial development plans, provide the necessity of accelerating the development of human and natural resources in developing countries.

8. CHAMBER OF COMMERCE:

Establishment of Chamber of Commerces has facilitated an understanding among local and foreign enterprises being clearing houses of information. They also identify market opportunities that warrant further investigations.

In industrially advanced countries, which are also high consumption economies, an important feature of the said services is a collective action. For example, a marketing function brings a product 'x' in the market with full integration to the vital means of the supporting services. These services in this substance play an important role as a facility to gear stimulative demand. These organizations generally perform promotion activity through generic advertising and sales promotion.

But in developing countries, marketing supporting services are to some extent of complex nature. It is because of certain problems which are facing by developing countries for having different environments. Perhaps, I can make it more clear by stating two major problems which in a context of overall economic development are regarded;

1. that the importance of marketing supporting services are relatively inadequate to make practical contributions in promotional function;

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2. that information systems used in processing the marketing strategies planning are determined by the technologies which are of elementary nature and adaptation of advanced technologies create practical difficulties.

Another problem to be considered arises when we attempt to examine organizational and structural sophistications of marketing supporting institutions of developing countries.

Unlike many industrialized countries, Board of Trades, Trade Associations and Chamber of Commercies do not undertake promotional campaigns with object of bringing products into the public's consciousness. In the United States, which is a very trade-association-minded country in the world, trade bodies are so much aware of the need for good public relations that they employ all known approaches and techniques in a suitable way to produce the appropriate image and impact.

The developing countries have substantial marketing interests which could develop joint promotional function with possible participation of improved techniques. There is a great need of establishing Marketing Boards for major consumer products. The functions of Manufacturers' Associations, Chamber of Commerce, and Export Promotion Bureaus are successful and have more illustrative utilization. But great importance has not been yet given in most developing countries. Joint marketing Associations would also prove important eligible support to promotion activities. Governmental support in collective advertising and publicity, participation in trade exhibitions, market research, product use familiarization programmes, could be undertaken by the Commerce Departments of the developing countries. Such schemes of official assistance for co-operative marketing promotion would also encourage trade and industry. Marketing supporting services may not be neglected when they have particular emphasis on economic development.



74.11.27