

activities.  
Marketing

[AEM716] Agricultural marketing involve the following key concepts except  
Retailers

[AEM716] Organisation's identify products to satisfy customers  
Need

[AEM716] Marketing is a discipline that is often  
Misunderstood

[AEM716] constitute a critical elements of marketing concept  
Producers

[AEM716] For supplies of goods and services, is usually represented by payment received  
Value

[AEM716] Different customers within a market often have different needs, which they  
Satisfy

[AEM716] Approach to marketing has been adapted in agricultural sector to allow price  
flow of goods and services to the Rural economy

[AEM716] Marketing is essentially a concept applied to marshall the  
challenging needs of customers  
Output

[AEM716] Customers are often motivated by the to  
satisfy complex needs  
desire

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